

EXECUTIVE POSITION PROFILE

Director, Public Policy and Advocacy



This search is being conducted by:

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I. Opportunity

Scope of Position

ASM is undergoing an enhancement of its public policy and advocacy activities with the goal of becoming highly visible and effective in this space. This entity will be responsible for leading the development and implementation of strategy and objectives for ASM's policy and advocacy activities. He/She will work with ASM leadership and other organizations to represent the interests of the microbial sciences mainly with the legislative and executive branches of government. He/She will work collaboratively with internal departments to gather input from and communicate to stakeholders—including members, organizational partners, and media—about policy and advocacy efforts.

Essential Responsibilities

Function 1: Works to keep the CEO and senior leadership updated and aware of policy issues, and works with them to determine, prioritize and achieve organizational policy and advocacy goals and objectives. Provides advice on strategies and tactics to achieve the goals and objectives.

- Manages and administers the ASM's program to influence policy that affects the microbial sciences community
- Identifies, monitors, analyzes and reports on legislative and regulatory activity that has the potential to affect the microbial sciences community
- Works with ASM members to develop position statements, testimony, and regulatory comments. Facilitates ASM representation before federal and state legislators and regulatory agencies, and private sector policymaking entities as appropriate

Function 2: Manages and develops grassroots advocacy program leveraging ASM membership and the general public.

- Provides training and tools to facilitate member engagement in the policymaking and advocacy processes
- Ensures the appropriate timing of, messaging for, and technology underlying requests for action
- Serves as a resource for ASM members and partners on public policy issues and advocacy

Function 3: Advises ASM leadership regarding ongoing and new coalition opportunities and serves as primary point of contact for coalitions with which the organization decides to join.

- Collaborates effectively with diverse stakeholders and a national network of partners working to address issues that impact the microbial sciences
- Leads collaborative efforts to advance policy and advocacy goals where appropriate

Function 4: Works with Communications and Marketing Department to communicate to membership and the public regarding ASM policy and advocacy activities and to leverage actions to drive change in policymaking.

- Provides policy issue education for ASM staff and members as necessary to ensure organization's external communications and outreach is accurate and representative of ASM's policy positions

Function 5: Participates on ASM management team and staff meetings, Board of Directors and committee calls and meetings, and strategic planning activities.

- Principal liaison to Public and Scientific Affairs Committee (PSAC); serves as ex-officio member of the PSAC and its subcommittees
- Ensures development of and adherence to budgets for all programs/activities

Function 6: Ensures a strong presence on Capitol Hill and with the Executive Branch

- Is present at hearings and visits offices on the Hill when actions is needed to educate members of Congress and staff with respect to microbial sciences
- Visits federal agencies that have purview over microbial sciences

Qualifications

Management Skills

- Develops and implements professional development plan for department
- Consistently applies ASM personnel policies
- Develops and submits work plans to achieve department objectives by agree-upon deadlines
- Delegates responsibility and authority to appropriate staff in accordance with work plans
- Completes work assignments on deadline and at an agreed-upon quality standard
- Provides both performance evaluations in compliance with annual schedule and regular feedback to staff
- Holds regular staff meetings for planning and information sharing

Contributions to staff management vision

- Contributes to development of ASM strategic plan
- Shares work plans and information on member requests to avoid conflicting priorities, inconsistency and duplication of effort
- Develops and oversees adherence to budgets for assigned programs/activities
- Maintains cordial but business-like relationship with members, coworkers and volunteers
- Assures that executive management has no surprises

Requirements

- Bachelor's degree required; PhD or advanced degree preferred
- 12-15 years with a professional, scientific, health-related or trade association policy and advocacy activity, with at least 5 years of supervisory experience
- Demonstrated success building relationships with government agencies, legislative bodies, coalitions and other policymaking entities and designing and implementing advocacy campaigns; strong connections with key policymakers preferred
- Significant experience with science, research and/or public health policy issues
- Experience in advocacy, grassroots activities, congressional testimonies and briefs
- Outstanding written and verbal communication skills and demonstrated ability to craft compelling messages appropriate to the audience.
- Excellent policy analysis skills and the ability to use data/evidence to shape policy and advocacy messages.
- Experience with communications that blend advocacy and media relations and knowledge of social media and its role in amplifying communications to achieve advocacy goals
- Ability to collaborate effectively and build consensus with diverse stakeholders
- Good decision-making and organizational skills
- Passion for addressing issues that impact the microbial sciences community.
- Ability to coach and support senior leaders as spokespersons
- Ability to lead meetings, deliver presentations, and represent ASM to external audiences.
- Ability to work under pressure, with demonstrated success in working under tight deadlines and with competing priorities
- Ability to work in a collaborative environment
- Ability to travel

II. Organizational Review

About ASM

The American Society for Microbiology is the largest single life science society, composed of more than 30,000 scientists and health professionals. ASM's mission is to promote and advance the microbial sciences. ASM has a staff of 170 employees and generates \$52 million in revenue.

The Society advances the microbial sciences through conferences, publications, certifications and educational opportunities. It enhances laboratory capacity around the globe through training and resources. It provides a network for scientists in academia, industry and clinical settings. Additionally, ASM promotes a deeper understanding of the microbial sciences to diverse audiences.

Leadership

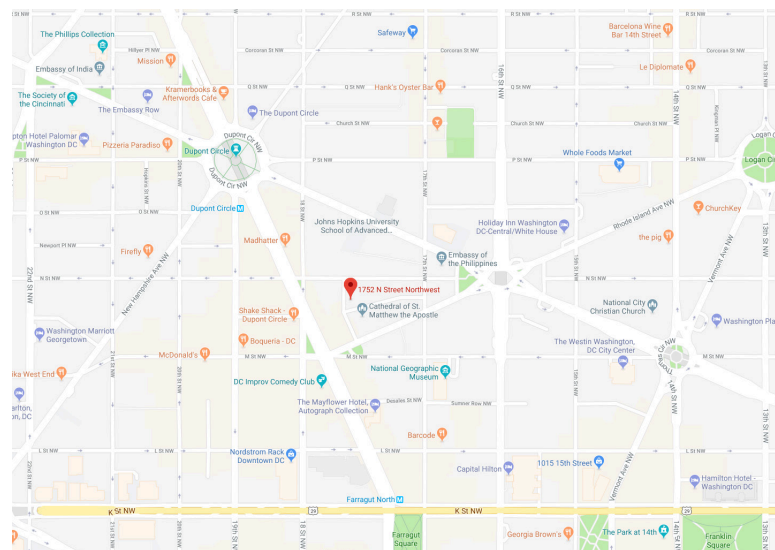
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- **Michele Swanson**, *President-Elect*
- **Susan Sharp**, *Past President*
- **Tim Donohue**, *Secretary*
- **Marylynn Yates**, *Treasurer*

Headquarters

1752 N Street, NW
Washington, DC 20036

Web Presence

www.asm.org



III. About Vetted Solutions

Vetted Solutions is a Washington DC based executive search firm specializing in association, nonprofit, and hospitality/destination marketing community recruiting and consulting. We focus on senior staff and CEO positions.

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