



Advocacy Engagement Specialist

California Assisted Living Association (CALA)

Reports to Vice President of Government Affairs

About CALA

The California Assisted Living Association (CALA) is the only association solely representing the state's Residential Care Facilities for the Elderly, which encompass Assisted Living, Memory Care, and Continuing Care Retirement Communities. CALA provides its members access to a wealth of tools and resources to support day-to-day operations and quality care for residents, as well as the opportunity to participate in successful, ongoing advocacy efforts to help shape policy.

Job Summary

The Advocacy Engagement Specialist supports CALA's public policy and advocacy efforts working closely with the VP of Government Affairs and the Senior Director of Public Policy. The Advocacy Engagement Specialist will coordinate advocacy events and grassroots efforts, such as lobby days and legislative tours, support the Political Action Committee, conduct research and analyze data, and provide administrative support to the public policy team, among other things. This position is 35 hours per week, with flexibility for up to 40 hours on occasion. CALA is currently working a hybrid schedule, in the Sacramento office Tuesday, Wednesday and Thursday.

Essential functions and responsibilities include, but are not limited to:

Member Engagement and Advocacy Event Planning:

- Work with public policy team to develop and implement plan to recruit, motivate, engage, and prepare members to be active in grassroots advocacy.
- Manage activities, scheduling and master calendar related to three advocacy events annually.
- Promote and coordinate grassroots advocacy efforts, including legislative tours.
- Maintain a database of CALA member political involvement, identifying key grassroots advocates.

Legislative, Regulatory, and Administrative Support:

- Support bill tracking and document management through Capitol Track and legislative portal.
- Obtain fact sheets, committee analyses, hearing agendas, budget bill summaries and related handouts.
- Support Department of Social Services data and issue tracking and analyze trends.
- Monitor and report on meetings and hearings, as assigned.
- Provide ongoing support to public policy team.
- Conduct independent research and collect data on policy topics.
- Recordkeeping and other administrative support for Political Action Committee.
- Monitor public policy content on the CALA website and alert public policy team when updates are needed.
- Other duties as assigned. Some travel required.

Requirements

- Strong oral and written communication and interpersonal skills.
- High attention to accuracy and detail.
- Ability to multi-task and change direction quickly.
- Bachelor's degree or relevant experience required.
- 1+ years of related experience preferred.
- Experience with Voter Voice and Capitol Track is helpful.

CALA Offers

- \$26 - \$28 starting hourly wage, dependent upon experience.
- Comprehensive benefits package including Medical, Dental, Vision, 401(k).
- Paid parking.

To be considered, email a cover letter and resume to apply@caassistedliving.org. No phone calls.