



Regional Advocacy Director

Tech Goes Home (TGH) is a nonprofit dedicated to addressing the digital inequities that pose a significant barrier to opportunity and success for thousands of students, workers, and families across Massachusetts. We bring digital devices, internet access, and training to those without, so students can do homework, adults can find jobs, seniors can connect with loved ones, and all can lead healthier lives.

In the past five years alone, 21,000 learners have graduated from TGH programs, and we have distributed more than 15,000 new computers in communities across Eastern Massachusetts.

The coronavirus pandemic and the growing national consciousness about systematic racism have shed light on the digital inequities that have existed for too long, especially in low-income households. This increased awareness has prompted many to develop new relationships to advocate for and advance digital equity.

The Opportunity

Tech Goes Home (TGH) is seeking a visionary and results-oriented Regional Advocacy Director to oversee all aspects of the organization's advocacy efforts in Central Massachusetts, particularly in Worcester, and will report to the Chief Advocacy Officer. Stationed in Worcester, the Regional Advocacy Director will design and execute a comprehensive regional advocacy strategy for Tech Goes Home. As an experienced government relations emissary, the Regional Advocacy Director will lead TGH's political efforts and work with local and state elected officials and other external stakeholders to advance Tech Goes Home's mission. This ideal candidate needs excellent written and oral communication skills, a proven track record in developing and promoting an advocacy agenda, and excellent self-motivation.

As an advocacy team member, the Regional Advocacy Director will strategically address the challenges digital inequity creates for people in Central Massachusetts. The Regional Advocacy Director will also increase the public's understanding of digital inequity through these efforts by building broad, effective coalitions and developing key partnerships. The Regional Advocacy Director must be able to work independently while also collaborating with TGH's Advocacy team.

This position is a unique opportunity for someone looking to make a tangible and lasting difference in closing the digital divide while presenting themselves as a top-tier government relations professional in Central Massachusetts.



Among the responsibilities we imagine will be essential to the success of the position are the following:

Advocacy

- Represent Tech Goes Home's values, understanding that TGH's learners are often among the least represented in the public arena.
- Manage efforts that inform and engage board members, partners, instructors, and other supporters in TGH advocacy work.
- Collaborate with the TGH Development team to identify and advance opportunities for funding this work, either from the local public sector or through collaboration with partners or other leaders.
- Develop a deep understanding of the TGH program, partners, and digital equity
- Contribute to thought leadership pieces, including written op-eds and letters to the editor, and facilitate advocacy and public engagement opportunities.
- Increase the TGH brand awareness and engage key stakeholders with the TGH model.
- Research and prepare policy fact sheets, issue briefs, and assist with social media content.

Relationship Management

- Bring your established and broad network of public decision-makers to advance understanding of Tech Goes Home's mission and the issue of digital equity to a larger audience.
- Develop relationships and often meet with key public policy stakeholders, including elected and non-elected city and government staff, businesses, community organizations, public libraries, and other entities.
- Maintains engagement with local officials to influence the passage, defeat, or amendment to local ordinances or legislation of digital equity interest that impacts Tech Goes Home's objectives.
- Manages governmental, business, and community relationships and contacts on behalf of Tech Goes Home to ensure objectives can be successfully achieved and effectively promotes and enhances the organization's image and reputation.
- Represents Tech Goes Home in community/associational/chamber organizations to enhance growth strategy.



Partnership Development

- Prioritize, develop, and manage partnerships with community organizations, public libraries, nonprofits, schools, and other entities, and successfully and seamlessly transfer these relationships to the TGH Program team.
- Initiate and transfer the Salesforce database records related to partnership processes and procedures with accuracy and timeliness.
- Provide feedback, in conjunction with TGH's program team, to partners and/or instructors and assist in resolving issues and concerns in a professional and timely manner.
- Provide active participation in community coalitions to broaden support; identify, recruit, and engage activists and stakeholders to promote TGH's work to advance digital equity.
- Represent TGH on related local committees or other opportunities to advance understanding of the issue and TGH's work.

Strategy

- Develop the strategic direction and specific action plan for TGH's public sector and advocacy initiatives in Central Massachusetts, ensuring integration with the core program that provides technology, training, and internet access to under-served communities.
- Establish initiatives, collaborations, events, campaigns, press opportunities, and other methods for TGH's thought leadership on digital equity to be recognized and tapped, particularly as pandemic recovery and relief efforts move forward.
- After developing digital equity expertise, understand and share emerging trends in digital equity policy to position both TGH and its community as influential influencers.
- Monitor local legislative activity, including policy to advance digital equity
- Serve as an enthusiastic member of a developing team and contribute to your colleagues' success whenever possible without waiting for them to request assistance.

Experience

TGH is an organization built on the principle that digital inequity has its roots in systemic racism and perpetuates poverty and unequal opportunity. Candidates must demonstrate a thorough understanding of this concept and preferably have experience advocating for systemic change. The successful candidate will demonstrate much, but not necessarily all, of the following professional experiences and personal attributes.

- Minimum of seven to nine years previous full-time experience in politics, advocacy, government affairs, lobbying, or a related field, with proven success in relationship management for a cause or issue.



- Past success balancing external engagement--initiating meetings, events, or forums--with substantive message development and strategy.
- Examples of past coalitions or community organizing leadership advancing a social cause.
- Excellent written and verbal communication skills, particularly in synthesizing important concepts for non-experts, the media, political leaders, and/or the public.
- Lived experience with digital equity challenges is valuable and valued at Tech Goes Home.
- Facility with one or more of the languages spoken by TGH's learners is a plus. These include Spanish, Portuguese, Arabic, Mandarin, and Haitian Creole.
- Working collaboratively and respectfully with people of different races, cultures, socio-economic backgrounds, educational levels, and perspectives is necessary. Doing so with a good sense of humor is a plus.
- The ability to prioritize and handle multiple projects simultaneously, strong self-motivation, and work independently with limited supervision.
- Personal qualities include resourcefulness, attention to detail, resilience, enthusiasm for change, and patience for the time it takes.

Compensation and Benefits

TGH strives to offer competitive salaries and benefits within the nonprofit field. Paid time off, extremely generous benefits, and a real commitment to work/life balance are standard. [Click [here](#) to learn more about benefits.] Professional development is guaranteed as you learn about the workings of a small, rapidly growing nonprofit. The salary range is subject to clarification as this is a new position but is estimated to be \$85,000 - \$95,000.

TGH is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law. TGH is committed to building a diverse staff and strongly encourages women and people of color to apply.

Folx who are queer, trans, non-binary, Black, Indigenous, people of color, disabled, parents, are/have been system-impacted, are immigrants, and anyone who has experienced systemic oppression and/or gender-based violence are encouraged to apply.

Consistent with its duty to provide and maintain a workplace that is free of recognized hazards, Tech Goes Home, Inc has adopted this COVID-19 vaccine policy to help safeguard the health and well-being of employees and their families; our partners and visitors; others who spend time in our facilities; and the community from infectious conditions that may be mitigated through an effective vaccination program. As applicable, this policy is based upon guidance provided by the



Centers for Disease Control and Prevention (CDC), Equal Employment Opportunity Commission (EEOC), and public health and licensing authorities and may be revised as updated guidance becomes available. Employees must provide proof of full vaccination in order to participate in any in-person TGH-related activities.

To Apply

To apply, label your resume and cover letter with your last name and “resume” or “cover letter.” Attach all materials on the [TGH application form](#). Attach all materials on the [TGH application form](#). Applications received by Jun 12, 2022 will be given priority consideration for review.

The Interview Process

- Our team reviews your cover letter and resume. We'll be in touch if we'd like to move forward with your candidacy. Our goal is to fill this position within the next 90 days.
- 1st round: a 30-minute phone screening with HR & Chief Advocacy Officer.
- 2nd round: a 60-minute interview with the team of function, including the Assistant Manager of Advocacy and Chief Advocacy Officer.
- If we would like to move forward with your candidacy, you'll be assigned a job simulation relevant to the position. This simulation will be paid a stipend of \$150
- 3rd round: 120-minute interview with the leadership team and the candidate's job simulation presentation.
- Chief of Advocacy reviews all feedback, makes a final decision, and will notify you promptly.