



Wider Opportunities for Women

Job Description

Elder Economic Security Initiative Director

Overview: Wider Opportunities for Women (WOW) is a 40+ year-old women's employment organization that works nationally and in its home community of Washington, D.C. to achieve economic independence and equality of opportunity for women and girls at all stages of life. In 2006, WOW launched the national Elder Economic Security Initiative™, a conceptual framework that includes concrete tools to shape public policies and programs to promote the economic well-being of older adults, whether or not they have the capacity to be fully self-reliant or are in need of certain public supports to age in place with dignity. The Elder Economic Security Initiative™ (Initiative) combines coalition building, research, education, and advocacy at the community, state, and national level. WOW will partner with 20 states to implement the Initiative on the national, state, and local level. By 2012, WOW, in partnership with the Gerontology Institute (GI) at the University of Massachusetts Boston, will develop a national database with county-by-county data for all of the states.

Undergirding the Initiative is the WOW-GI National Elder Economic Security Standard™ Index developed by the Gerontology Institute at the University of Massachusetts Boston and WOW. The Elder Economic Security Standard™ Index (Elder Index) is a new measure of the income that older adults require to maintain their independence in the community and meet their daily costs of living, including affordable and appropriate housing and health care. The Elder Index is calibrated to household size, geographic area, and life circumstances. The development and use of state specific Elder Indexes promote a measure of income that respects the autonomy goals of older adults, rather than a measure of what we all struggle to avoid – abject poverty.

Director Role: The Director manages the overall project including the oversight of partners, staff, contracts, and provision of technical assistance, as well as providing input into WOW's national policy agenda.

Reporting: The Director is a full-time employee of Wider Opportunities for Women and reports to the Executive Director.

Specific Responsibilities include administrative and management functions, state partner support and federal policy objectives.

Administration and Management

- Manage national Initiative staff including the field organizer, program assistant, research associate and interns;
- Oversee the effective utilization of relevant staff, interns and consultants including leading the Initiative team and coordinating the activities of the team;
- Provide support to meet the fundraising goals of the organization including developing innovative program ideas, writing in part or all grants and grant reports and working with development team;

- Participate in WOW management team meetings; and
- Manage project budgets and monitoring expenditure of grant funds of the Initiative.

Partner Activities

Lead, direct and coordinate:

- The delivery of technical assistance to state partners as a group (e.g., weekly policy updates, webinars, monthly and quarterly conference calls) and on a state by state basis;
- The development of technical assistance materials for various partner organizations;
- The design and maintenance of the WOW website, EESI blog and other e-communications with state partners and coalition members;
- The efforts to update and expand use of national databases;
- The development of monthly newsletters and project updates, planning and executing meetings, drafting agendas, drafting grant reports;
- Work with EESI staff to identify and build relationships with potential new state partners and coalition members;
- Manage communications and public relations efforts regarding EESI;
- Oversee data collection and evaluation efforts including assessing strategies and tactics in real-time; and
- The identification and oversight of research projects related to the EESI agenda.

National Organizing and Federal Public Policy

- Serve as a key spokesperson on behalf of the Initiative and the use of the use of the Elder Index in general;
- Develop strategic program related partnerships with national and regional organizations including but not limited to NGA, NCSL, US Conference of Mayors, the Community Action Partnership, United Way, and Easter Seals;
- Develop and build support for federal legislation related to the Elder Index, with focus on bringing state and local voices to bear;
- Build expertise of state partners affect WOW's federal policy agenda;
- Develop materials which demonstrate the various federal, state and local applications of the Elder Index;
- Represent WOW in selected meetings addressing federal policy and advocacy issues including the Leadership Council of Aging Organizations, Workplace Flexibility 2010's Phase Retirement Workgroup, NCOA's National Benefits Outreach and Enrollment Centers Advisory Council, Women and Pensions Task Force and the NCWO Older Women's Economic Security Task Force;
- Work with WOW staff to shape WOW's federal public policy agenda;
- Represent WOW in selected meetings addressing federal policy and advocacy issues; and
- Participate in WOW Policy Team meetings and activities.

Qualifications:

The Director will have:

- A demonstrated understanding of public policies related to poverty and aging issues including but not limited to Medicare, Medicaid, Social Security, SSI, housing assistance and Food Stamps;

- The ability to communicate complex information clearly in writing and in oral presentations to a range of audiences;
- Experience and interest in fundraising and program development
- Strong interpersonal skills;
- Strong organizational and management skills;
- Computer skills (Microsoft Office, including Excel and Publisher);
- Familiarity with back-end database and web application development processes; and
- A minimum of a bachelor's degree and 3-5 years of experience in a social justice organization that includes public policy advocacy or comparable experience.

WOW offers excellent benefits. Salary will commensurate with experience. Qualified applicants for this position should send a cover letter, resume, a writing sample and references Wednesday, July 1, 2009 by mail to Vivian Staples at WOW at 1001 Connecticut Avenue, NW, Suite 930, Washington, DC 20036, by fax to (202) 464-1660 or by email to vstaples@wowonline.org. Only applications with a cover letter will be accepted.

***WOW is an equal opportunity employer.
Women and minorities are especially encouraged to apply.***