Scope of volunteer role

Advocacy Engagement Liaison

National Association of Federal Retirees

The National Association of Federal Retirees is the largest advocacy organization representing active and retired members of the federal public service, the Canadian Armed Forces, the Royal Canadian Mounted Police, and retired federally appointed judges as well as their spouses and survivors.

With more than 170,000 members nationally, including more than 60,000 veterans and their families, the association has advocated for improvements to the financial security, health and well-being of its members and all Canadians for more than 60 years.

Role purpose

The Advocacy Engagement Liaison is a volunteer who works to advance the National Association of Federal Retirees' advocacy priorities. The Association's advocacy priorities are approved by the national board of directors.

Working in collaboration with the Director of Advocacy the Advocacy Engagement Liaison mobilizes volunteers, supports engagement with elected officials, helps translate national advocacy priorities into coordinated action and fosters collaboration with community leaders and local stakeholders. This role also helps connect the National Office and branches by sharing advocacy updates, resources, and opportunities, and supporting branch efforts to engage with the Association's advocacy priorities.

Appointment & Reporting

The Advocacy Engagement Liaison is appointed by the National Office and reports to the Director of Advocacy. The Advocacy Engagement Liaison works closely with national office Campaign Mobilization Officer, branch leadership, Branch Advocacy Liaisons and other volunteers to strengthen advocacy efforts across the Association.

Key Responsibilities

1. Mobilizing advocacy efforts

Encourage participation in national advocacy initiatives and calls to action. Support volunteers and branches in advancing the Association's advocacy priorities and coordinated outreach efforts.

2. Supporting government engagement

Help coordinate meetings and outreach with targeted elected officials (MPs). Promote the use of approved advocacy messaging, materials and toolkits.

3. Monitoring relevant provincial developments

Monitor provincial and territorial policy development that may influence the Association's national advocacy priorities and raise with the Director of advocacy.

4. Advancing advocacy priorities

Build familiarity with the Association's advocacy priorities in local settings and help raise awareness and momentum for those initiatives.

Skills and Qualities

The Advocacy Engagement Liaison is an effective communicator who is motivated to advance issues affecting federal retirees and older Canadians.

The Advocacy Engagement Leader is comfortable working with volunteers, engaging elected officials, and supporting coordinated advocacy efforts. Strong organizational skills, reliability, and a collaborative approach are essential.

Time Commitment

The Advocacy Engagement Lead typically contributes 6-8 hours per month, with occasional periods of increased activity during national advocacy campaigns or key engagement opportunities. The Advocacy Engagement Liaison will have regular contact with branches within his/her District. In some Districts, this may include taking an active role on regional or district committees or teams.

Training and Support

The Advocacy Engagement Liaison receives training, guidance and support from the Campaign & Mobilization Officer and the advocacy team at the national office. Advocacy toolkits, messaging resources, and materials are provided to support engagement efforts.

Impact of the Role

The Advocacy Engagement Liaison plays an important role in strengthening the Association's national voice. By helping mobilize volunteers and support engagement with elected officials, the Advocacy Engagement Liaison contributes directly to advancing policies that support the financial, health and well-being of federal retirees and older Canadians.

Term of Service

Advocacy Engagement Liaison incumbent will serve a two-year term with the possibility of extension based on organizational needs and volunteer availability.