

**Dakota Credit Union Association****Position Title: Director of Political Strategy & Engagement****Location:** South Dakota**Department:** Advocacy – Government Affairs**Reports To:** President/CEO**Classification:** Exempt / Salaried**Effective Date:** August 2025

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**Position Overview:**

The Director of Political Strategy & Engagement serves as the primary advocate and lobbyist in South Dakota for the Dakota Credit Union Association (DakCU), representing the collective interests of member credit unions at the state and federal levels. This position plays a strategic leadership role in shaping the legislative and regulatory environment in which Dakota credit unions operate, with a strong focus on enhancing political awareness, building meaningful relationships with policymakers, and advancing grassroots engagement initiatives.

The Director is responsible for developing and executing political and legislative strategies that align with DakCU's mission to promote and protect credit union interests. This includes direct lobbying, monitoring legislative activity, leading political action fundraising efforts, and educating credit union professionals and volunteers about key policy issues. The position requires a proactive, organized, and collaborative leader who can influence policy, foster engagement, and help create a unified political voice for credit unions across the Dakotas.

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**Key Responsibilities:**

- **Serve as Chief Lobbyist and Registered South Dakota State Lobbyist:**  
Act as the Association's primary representative and official point of contact with legislative and executive branch officials at both state and federal levels. Maintain effective working relationships with elected and appointed policymakers, agency staff, and key stakeholders.
- **Coordinate Legislative and Regulatory Strategy:**  
Implement the Association's annual legislative and grassroots advocacy strategy in coordination with the President/CEO and Governmental Affairs Committees. Provide strategic input and assist with the development of advocacy positions and responses to legislative proposals.
- **Monitor and Analyze Legislation:**  
Develop and maintain systems to identify, track, and evaluate proposed legislation and emerging policy issues that could impact credit unions. Communicate key developments clearly and promptly to DakCU leadership, credit union officials, and the broader membership.

- **Mobilize Grassroots and Political Engagement:**  
Design and manage programs to increase credit union involvement in the political process, including candidate outreach, district visits, Capitol visits, and issue campaigns. Provide tools and training to empower credit union professionals, board members, and volunteers to engage effectively with lawmakers.
  - **Lead PAC and Political Fundraising Efforts for South Dakota:**  
Direct DakCU's political fundraising programs, including strategic planning and execution of Dakota Credit Union Political Action Committee (DakCU PAC) activities in South Dakota. Meet or exceed annual PAC fundraising goals and ensure compliance with all applicable laws and reporting requirements.
  - **Deliver Legislative Communications and Updates:**  
Provide timely, accurate, and compelling updates on state and federal legislative activity through DakCU's communication channels, including weekly newsletters, legislative briefs, advocacy alerts, and special reports. Present updates and strategy recommendations to the SD Governmental Affairs Committees.
  - **Unplanned Succession Planning and Continuity of Advocacy:**  
Maintain and regularly update a contingency plan for unplanned leadership transitions within the advocacy function to ensure continuity and stability in DakCU's government affairs efforts.
  - **Testify and Advocate Before Governmental Bodies:**  
Prepare and deliver testimony or talking points for legislative hearings and meetings with government agencies, advancing the Association's position on key issues impacting the credit union movement.
  - **Contribute to Strategic Initiatives and Cross-Team Collaboration:**  
Support DakCU's broader strategic priorities by collaborating with other departments on advocacy-related campaigns, compliance initiatives, and public relations activities.
  - **Other Duties as Assigned:**  
Undertake special projects, respond to emerging priorities, and support the President/CEO as needed to advance the Association's advocacy mission.
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## **Qualifications and Requirements:**

- **Education:**  
bachelor's degree in political science, public policy, communications, business, or a related field is required. Advanced degree or professional certification in government affairs, public administration, or law is a plus.
- **Experience:**  
Minimum of 5 years of experience in legislative advocacy, lobbying, or a related government affairs role, preferably in financial services or with a membership-based trade association. Prior experience working with or for a credit union is highly desirable.
- **Knowledge and Skills:**
  - In-depth understanding of state and federal legislative and regulatory processes.
  - Strong commitment to credit union values and cooperative philosophy.
  - Excellent interpersonal, written, and verbal communication skills.

- Proven ability to build coalitions, manage political relationships, and influence decision-making.
  - Experience in grassroots mobilization and political action fundraising.
  - Proficiency with digital advocacy tools, legislative tracking systems, and CRM platforms.
  - Ability to work independently while contributing as a collaborative team member.
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### **Role Expectations and Success Metrics:**

- Achieve the objectives outlined in DakCU's annual legislative plan.
- Secure favorable policy outcomes and maintain a positive regulatory environment for credit unions.
- Increase grassroots participation and legislative awareness among credit union stakeholders.
- Meet or exceed political fundraising goals across both states.
- Provide timely and relevant policy updates to DakCU leadership and member credit unions.
- Represent the Association and the credit union movement with professionalism and integrity at all times.