



Pharmacy Advocacy Leader



POSITION DESCRIPTION

BUILD RELATIONSHIPS WITH YOUR REPRESENTATIVES

Grassroots advocacy involves making frequent contact with your elected officials to build relationships and establish AMCP as a trusted source on managed care policy. Proactive advocacy action is the core of the advocacy leader role, and that requires regular engagement from you and other AMCP advocates. You will be expected to participate in digital calls-to-action, such as email or social media campaigns, and attend periodic in-person advocacy events. Please see the [Pharmacy Advocacy Leader Roadmap](#) for a model of the advocacy actions you can take throughout the year. AMCP staff will be available to discuss advocacy opportunities with you and provide any support you may need to fulfill your advocacy leader responsibilities. Finally, you are also required to report any interactions you have with your elected officials to AMCP staff through the [online advocacy action report form](#).

NETWORK WITH AMCP MEMBERS INTERESTED IN ADVOCACY

As your area's pharmacy advocacy leader, you are in a strong position to recruit new advocates and support the networking activities of existing advocates. Policymakers are more likely to incorporate AMCP's positions into legislation and regulations if a robust network of advocates encourages them to do so. Events such as legislative days are more effective when they have higher attendance. You will work with AMCP staff to ensure that grassroots advocates in your state are participating in action alerts and advocacy campaigns. This may involve reaching out personally to other advocates, AMCP Affiliates and Student Chapters to encourage high engagement levels.

REQUIREMENTS FOR APPOINTMENT

- Applicants must be active, non-student AMCP members in good standing
- Applicants must reside and vote in the state/congressional district for which they are applying
- Applicants recommended by a previous Pharmacy Advocacy Leader in that state are given preference
- Applicants with previous connections/relationships to their elected officials are given preference
- Applicants with prior experience in grassroots advocacy, including work with AMCP's Public Policy and Legislative & Regulatory Action Committees, are given preference
- Applicants with prior experience managing volunteers are given preference
- Fewer than three (3) Pharmacy Advocacy Leaders already appointed per elected official

continued

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POSITION DESCRIPTION *continued*

APPOINTMENT PROCEDURE

Pharmacy Advocacy Leaders are subject to an application and informal interview process. Interested AMCP members will use the online form to apply for an open seat in their state, and AMCP Government Affairs staff will follow up via email to schedule a time to discuss the role and its responsibilities over the phone. The following subjects will be discussed during the phone conversation:

- The time commitment for the role (estimated 2-3 hours per month)
 - Monthly advocacy calls, scheduled for an hour, are a large driver of time.
 - Most activities will take only a few minutes
- In states with Affiliates, involvement with the Affiliate, including participation in Affiliate meetings
- Commitment to serve for a renewable one-year term. There are no term limits because the ongoing relationship is critical to grasstops advocacy.

This position is open only to AMCP Members.

Please ensure that your AMCP membership is up-to-date.

GOALS AND EXPECTATIONS

- Develop a grasstops relationship with federal elected officials and their staffs
 - Recommended participation in AMCP's annual Legislative Days advocacy event in Washington, DC (hotel and travel are at the PALS' expense)
 - Additional meetings with your officials' district offices, target two in-person meetings per year
 - Participation in phone, email, and social media campaigns in support of AMCP public policy priorities
 - Participation in officials' events in the area, such as town halls
- Report all interactions with congressional offices to AMCP using online report form
- Serve as a resource for other AMCP members interested in grassroots advocacy
 - Encourage/recruit other AMCP members to participate in AMCP advocacy campaigns