



DIRECTOR, GOVERNMENT AFFAIRS & STRATEGIC ADVOCACY JOB DESCRIPTION AS OF JUNE 3, 2025

Location: Remote

Type: Full-time employee

Reports to: Vice President, External Affairs & Industry Relations

ABOUT SFIA

[The Sports & Fitness Industry Association](#) (SFIA) is the leading global trade association representing over 700 manufacturers, retailers, leagues, and brands in the sports and fitness products industry. SFIA provides critical industry leadership through research, government relations, industry affairs, and member services.

Our mission is to promote sports and fitness participation and industry vitality. Through our work, SFIA enhances industry knowledge, fosters innovation, encourages participation, and influences public policy.

POSITION OVERVIEW

The Director, Government Affairs & Strategic Advocacy, will lead SFIA's government affairs and strategic advocacy efforts to shape policies that promote sports and fitness participation across America and allow our member companies to thrive. In this role, you'll develop advocacy strategies addressing trade policies, regulations, and physical activity initiatives in a complex political landscape, helping advance awareness of SFIA and the organization's priorities on Capitol Hill and beyond. Serving as a leader within SFIA's External Affairs division, and through coalition and relationship building, you will drive measurable policy outcomes that create access and affordability for sports and fitness activities, create a business environment in which SFIA member businesses can excel, and strengthen the industry's voice in the legislative landscape.



CORE RESPONSIBILITIES

STRATEGIC LEADERSHIP

- Establish and execute public policy priorities that improve the business climate for SFIA members, create access and affordability for sports and fitness activities, and expand industry visibility
- Strong awareness of the legislative process to help enhance and advance SFIA's strategic advocacy efforts
- Collaborate with External Affairs & Industry Relations team colleagues, consultants, and third-party partnerships to support policy objectives
- Build and manage relationships with government affairs and government relations contacts across the industry as well as with SFIA champions on Capitol Hill, in federal agencies, and in the Administration
- Lead SFIA membership government relations working groups and coalitions, regularly convene industry leaders to discuss policy and advocacy needs, and actively work to move policies forward on behalf of SFIA's membership
- Develop and lead new public policy initiatives and platforms for the industry

POLICY PORTFOLIO MANAGEMENT

- Lead initiatives across key areas, including:
 - Benefits of physical activity education and advocacy
 - Trade and tariff policy
 - Federal and state regulations
 - Business tax measures
 - Intellectual property protection
 - Policy forecasting and legislative analysis
 - Ability to lead SFIA councils and committees focused on government relations and regulations



ADVOCACY & RELATIONSHIP BUILDING

- Direct SFIA's Capitol Hill presence and influence
- Build strategic partnerships and relationships with aligned organizations to strengthen advocacy impact
- Actively participate and lead in industry coalitions that advance SFIA policy goals
- Maintain strong relationships with Congressional offices and federal agencies
- Coordinate with the industry on state regulatory and tax matters
- Oversee SFIA's involvement with all applicable Congressional Sports games

STRATEGIC COMMUNICATIONS & MEDIA RELATIONS

- Develop compelling policy messaging that strengthens SFIA's position as the leading industry voice
- Collaborate with External Affairs on media strategies that amplify policy priorities
- Create advocacy content for SFIA newsletters, website, and industry media
- Represent SFIA in media interviews and at policy-focused events when applicable
- Strong written communication skills, ability to draft messaging and statements on behalf of SFIA
- Present to and communicate regularly with SFIA members (written communication, webinars, Board meetings, speaking at events, etc.)

VALUE CREATION & MEASUREMENT

- Track and report on policy influence and outcomes
- Develop an annual government relations strategic plan with measurable goals
- Quantify and communicate advocacy ROI to members and leadership
- Demonstrate the impact of policy initiatives on industry growth

TEAM LEADERSHIP

- Coordinate across departments (External Affairs & Industry Relations, Marketing & Communications, Membership, and Research) to align on advocacy priorities, serve as an internal and external resource, and support departments as needed
- Participate in quarterly reviews of member engagement metrics
- Support the organization's strategic initiatives and growth objectives



EXPERIENCE

- Bachelor's degree required; Master's degree preferred in Public Policy, Law, Political Science, or a related field
- Approximately seven years of experience in government relations and government affairs, public policy, or advocacy
- Proven track record influencing and informing legislative and regulatory outcomes
- Experience in sports and fitness-related policies preferred, but not required

SKILLS

- Strategic thinking with an ability to develop and implement effective advocacy strategies
- Exceptional communication skills and relationship-building and management capabilities. Existing Capitol Hill relationships required
- Ability to regularly attend in-person meetings and events and represent SFIA
- Strong understanding of legislative and regulatory processes
- Political savvy and sound judgment in complex situations
- Project management expertise to lead multiple initiatives simultaneously
- Ability to navigate the landscape of Capitol Hill and help SFIA members understand the process
- A self-starter who is proactive about strategy but also willing to roll up sleeves and do day-to-day work
- Agile and nimble, able to work across a small team who are all supporting multiple initiatives

WORK REQUIREMENTS

- Remote position with frequent travel for meetings throughout Washington, D.C., advocacy days, and events
- Must be comfortable working in a virtual environment
- Flexibility for non-traditional work hours during legislative sessions



SUCCESS METRICS

- Policy Influence:
 - Deep knowledge of and measurable impact on legislation and regulations affecting the industry
- Member Engagement:
 - Strong participation in advocacy initiatives on behalf of and visible to members
- Coalition Building:
 - Expansion of strategic partnerships and alliance networks
- Communications Impact:
 - Increased visibility of SFIA policy priorities in relevant channels

COMPENSATION AND BENEFITS

Salary Range: \$100,000 to \$110,000

The successful candidate will be hired at a salary commensurate with, among other factors, experience, education, and market demand for the position.

SFIA offers competitive benefits, including employee and family health care (medical, dental and vision); 401k; life, accidental death and dismemberment, and disability insurance; health and dependent care reimbursement plans; and a healthy lifestyles/activities reimbursement. SFIA also provides generous paid vacation benefits of two to four weeks, depending on years of service, 13 paid holidays and two additional floating holidays per year, and paid sick leave as required by law.

SFIA is an equal opportunity employer committed to creating an inclusive environment for all employees. We provide equal employment opportunities to all employees and applicants without regard to race, color, religion, age, sex, national origin, disability status, genetics, pregnancy (including childbirth, related medical conditions, breastfeeding, and reproductive health decisions), protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.