



409 7th Street, NW, Suite 250  
Washington, DC 20004

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## Job Description: Counsel, Accountability and Policy

The NAI (Network Advertising Initiative) is seeking an attorney to help advance the objectives of the NAI accountability and public policy teams.

### Duties and Responsibilities:

#### 1. NAI Accountability Program

Work with the NAI Accountability Team on overarching self-regulatory/co-regulatory strategy for the digital advertising industry; help to develop membership strategies; guidelines for new businesses (e.g., publishers, brands, agencies); create, implement, and monitor self-regulatory requirements and policies; assist in drafting industry guidance documents and best practices in conjunction with the Association's Legal, Regulatory and Data Governance Working Group; onboard new member companies; and assist members seeking to achieve legal compliance in the development of new products and technologies.

#### 2. Public Policy

Work with the NAI Public Policy Team to assist with membership/industry efforts around implementation of consumer privacy laws and regulations, with a particular focus on the new state laws and FTC regulations; analyze proposed and new state and federal privacy legislation and regulations; engage with key partners and stakeholders regarding state consumer privacy laws and regulations; provide assistance with state, federal and international advocacy efforts on behalf of members in the areas of privacy, data protection, antitrust, content moderation, and other policy issues relevant to digital advertising.

### Qualifications

The ideal candidate will have at least a working knowledge of digital advertising technology business practices; a strong understanding of U.S. consumer privacy laws and regulations, particularly U.S. state consumer privacy laws and regulations; and an interest in consumer privacy and public policy.

- J.D. required
- Relevant experience preferred, but not necessary
- Excellent verbal and written communication skills
- Excellent organizational and prioritization skills

## **Compensation, Benefits and Work Environment**

- With offices in Washington, DC and Portland, ME, the NAI is a fast-paced, dynamic environment with a lean and efficient team.
- This is a hybrid position, with significant flexibility to work in person at one of our offices and remotely. Full remote work is also possible, if hire does not live in DC, VA, MD or ME.
- Competitive salary commensurate with experience, plus annual bonus based on performance.
- Excellent benefits, including medical, dental and vision insurance, generous annual leave available.
- Nationwide travel (10-20%) and access to industry events.

## **Application Process**

Interested candidates should submit a cover letter, resume, and writing sample (no more than five pages) to [admin@networkadvertising.org](mailto:admin@networkadvertising.org).

## **About the NAI**

The Network Advertising Initiative is a trade association of roughly 100 leading technology companies committed to shaping and enforcing responsible data management practices for online personalized advertising. NAI has been the leader in shaping workable solutions for the online advertising industry in the face of daunting public policy problems for over a decade. NAI membership includes some of the largest names in technology, as well as startups in incubators. The NAI's membership incorporates not just advertising networks, but also leading data management platforms, data exchanges, real time bidding platforms, mobile marketing companies, and marketing analytics service providers.