WINTER WILDLANDS ALLIANCE

Job Description
November 2015

POSITION: ADVOCACY MANAGER

The Advocacy Manager will plan and implement innovative engagement and communication strategies to expand Winter Wildlands Alliance’s base and help supporters and grassroots groups protect winter landscapes through effective participation in winter travel management plans and other conservation/recreation initiatives. The Advocacy Manager is the main point of contact with WWA grassroots groups, Ambassadors, volunteers and individual activists and will often be the face and voice of WWA in working on local campaigns. Position involves occasional travel to work with WWA grassroots groups and partners.

PRIMARY RESPONSIBILITIES

Key responsibilities of the Advocacy Manager include supporter engagement, communications planning, CRM utilization, social media management and communications/advocacy support for grassroots groups and partners, all in the service of helping WWA, our grassroots groups and constituents achieve our mission of promoting and protecting winter wildlands and a quality human-powered snowsports experience on public lands.

The Advocacy Manager will lead or assist in the following activities:

- Develop campaigns that drive engagement, build WWA supporter base, amplify our message and strengthen the WWA brand with key stakeholder audiences.
- Assist in creating and implementing an organization-wide strategic communications plan and help grassroots groups in campaign-specific communications initiatives.
- Work with WWA policy and membership staff to manage a CRM, craft compelling action appeals and orchestrate targeted email campaigns.
- Work with and mentor WWA’s existing supporters including grassroots groups, individual members, Ambassadors, outdoor industry partners and cooperating conservation/recreation organizations to effectively participate in on-the-ground planning processes and local campaigns that achieve WWA’s mission.
- Identify and recruit new WWA Ambassadors and serve as the primary point of contact with Ambassadors. Create opportunities within the Ambassador family to participate in advocacy efforts and promote WWA and our mission.
- Curate content and increase engagement in WWA social media channels.
- With WWA Recreation Planning and Policy Manager, organize biennial grassroots advocacy training conference.
- Writing/Editing: Coordinate with WWA staff to ensure a consistent tone, style and quality across all WWA communications including action alerts, newsletter, blog posts, social media posts and traditional media channels with a goal to increase engagement.
- Help form new groups of human-powered snowsports advocates where opportunities arise for local campaigns that achieve WWA’s mission.
- Serve as point person to engage WWA constituents in populating an online mapping tool to provide GIS data to local land managers on those areas most important to backcountry skiers and other human-powered recreationists.
- Represent WWA on the Outdoor Alliance communications committee, participate in Outdoor Alliance policy committee as needed and collaborate with Outdoor Alliance and its member organizations to further WWA's advocacy objectives.
- Assist in fundraising and outreach efforts by articulating advocacy accomplishments, formulating funding proposals, and cultivating individual, grassroots and outdoor industry support for WWA programs.

REQUIRED SKILLS:

- Bachelor's or advanced degree in communications, public policy, environmental studies or related degree
- At least three years experience with community engagement organizing in a campaign, advocacy or nonprofit setting
- Excellent writing and speaking skills and ability to translate complex policy into clear, plain and compelling language in person and on paper
- Successful track record in social media, online organizing strategies and content development
- Enthusiasm for human-powered winter recreation, conservation and WWA's mission
- Authenticity to and credibility within the human-powered winter recreation community
- Ability to work with a variety of stakeholders, including local communities, outdoor industry representatives, federal agencies, elected officials, grassroots groups, other non-profit organizations and individual recreationists
- Strong interpersonal skills with ability and desire to work collaboratively with the WWA team
- Technological capabilities to use a CRM to track relationships, manage social media presence and develop strategically targeted email campaigns
- Knowledge of best practices of public interest advocacy campaigns
- Fluency in public lands policy and regulatory processes

LOCATION: Strong preference is for this position to be based in the Winter Wildlands Alliance offices in Boise, Idaho, though opportunities for a remote working arrangement may be available for the right candidate.

COMPENSATION, ETC.: The Advocacy Manager is a full-time salaried position with full-time benefits. This position includes an initial 6-month review and an annual review thereafter.

ASSIGNMENT OF DUTIES: The Advocacy Manager reports to the Executive Director and will work closely with the Recreation Planning and Policy Manager and other staff members.

ABOUT WINTER WILDLANDS ALLIANCE: Based in Boise, Idaho, Winter Wildlands Alliance is a national nonprofit organization promoting and preserving winter wildlands and a quality human-powered snowsports experience on public lands www.winterwildlands.org.

TO APPLY: Email resume and cover letter to mmenlove@winterwildlands.org. Applications accepted through December 15, 2015