



## Associate Director Position Description

Great Old Broads for Wilderness (Broads) is a national public lands advocacy organization, headquartered in Durango, CO, that engages and ignites the activism of elders to preserve and protect wilderness and wild lands. Please visit our website at [www.greatoldbroads.org](http://www.greatoldbroads.org) for more information.

**Position Summary:** The Associate Director (AD) directs the planning and implementation of a key portion of the advocacy, stewardship, and educational goals of the organization to engage members and the public as effective advocates for wild public lands. The AD is a principle staff person, building collaboration with other non-profit partners, land management agencies, and legislators. The AD also oversees membership development strategy, operations and finances, and the annual online auction. The AD works as a member of the leadership team (with Executive Director, Communications Director, and Grassroots Leadership Coordinator) to set, carry out, and evaluate Broads' strategies and goals; works with the Board as requested by the Executive Director; and participates in Board calls and the annual Board retreat. The AD is supervised by the Executive Director (ED).

### Key areas of responsibility:

- **Advocacy, Stewardship, and Education (60%) –**
  - Work with Leadership Team and Board to set Broads' strategies and goals to engage members as effective grassroots advocates.
  - With ED, actively develop and maintain principle working relationships with regional and national partners in wilderness and wild land protection, as related to Broads' major focus areas (<http://www.greatoldbroads.org/our-work/>).
  - Serve as main national office advocate for Broads' public land advocacy efforts in the following focus areas: wilderness and other conservation designations/protections, roads and vehicular use, grazing, and other areas as needed. This includes strategizing and streamlining national office efforts, working directly with land management agencies, non-profit partners, and others, and coordinating with Broadbands (local chapters) as needed.
  - Actively monitor conservation listserves and review opportunities with partners for collaborative comments and actions on wilderness/wildlands issues.
  - Develop key strategies to empower members with knowledge and experiences on the land to achieve our mission. Develop multi-day education, advocacy, and stewardship campouts each year, focused on specific wild land campaigns (*Broadwalks*) and stewardship and monitoring projects (*Broadworks*) for national members and supporters. This will require the AD to:
    - Determine where Broads' attention will yield greatest conservation results.
    - Identify and develop relationships with local conservation partners, agencies, and local Broadbands/key members.
    - Set dates, agenda, activities, and description; determine staff and board leads; supervise Operations Manager in finding appropriate facility, catering, and hike leaders, and handling communication with participants before and after events.
    - Collaborate with Communications Director to ensure appropriate event publicity and to maximize media exposure to wild land protection issues.

- **Communications (15%)**
  - Professionally represent Broads to media, members, major funders, federal agency professionals, land managers, and representatives of other organizations.
  - Work with Communications Director and staff team to develop overall communications strategies to advance organizational goals; and as assigned, write newsletter, website, social media, and media pieces.
  - Along with Executive Director and Communications Director, write op-ed pieces and act as a Broads' spokesperson with the media in specific advocacy areas.
  
- **Membership Development and Fundraising (15%) –**
  - Creatively lead overall membership development strategy, working with staff and board committees to ensure continued growth and engagement of Broads' membership. Coordinate membership development, communications, and Broadband program strategies to achieve membership goals.
  - Supervise Membership Maven to ensure membership database is used to its full capacity, membership renewals are handled in a timely and welcoming manner, and funds are handled according to appropriate non-profit standards.
  - Lead the annual Wild for Wilderness Online Auction to meet revenue goals; oversee auction planning, communications, and implementation. Take a lead role in soliciting sponsors and donation of auction items, motivating Board and staff solicitation efforts.
  - Develop budgets for foundation grant proposals (currently about six/year) under the direction of the ED, and working in conjunction with the Operations Manager, supervise financial accounting for foundation reports.
  
- **Financial and Office Management (10%) –**
  - Lead development of Broads' annual budget in conjunction with the ED and coordinate completion of Broads' annual report.
  - Supervise Operations Manager and contract Bookkeeper to ensure accurate financial reports are generated and distributed to ED and Board Treasurer in a timely manner.
  - Supervise Operations Manager on other duties.

**Qualifications/Skills Needed:**

- Bachelor's degree or Master's degree (preferable) in a conservation or public policy related field and at least three years on the job working in wild land protection and advocacy with a non-profit conservation organization in a leadership position.
- Strategic understanding and experience with public lands agencies, wild lands issues, and political process.
- Excellent at building relationships with members, conservation and agency partners, media, community members, and peers.
- Passion for wilderness and natural affinity for Broads' attitude, demographic, grassroots commitment, and kick ass approach.
- Excellent writing, editing, and communications skills as well as experience working with media.
- Extremely detail oriented and able to gracefully juggle multiple tasks.
- Desire to work in a small, collaborative, and closely-knit office with a dedicated and fun-loving team.
- Experience leading fun and motivational outdoor education and stewardship efforts in remote or primitive locations.
- Flexible travel schedule and willingness to think creatively about lodging arrangements - camping, staying with Broads' members, etc.
- Proficient in Microsoft Office applications (Word, Excel, Powerpoint), Google Tools (Docs/Drive/Calendar), and email/internet/social media applications.
- Self-directed, self-motivated, efficient, energetic, with a good sense of humor.
- Ability to work independently as well as with supervision.

**Work Schedule & Compensation**

- This position is a full time, exempt, salaried position based in Durango, CO. Travel required.
- The Associate Director reports to the Executive Director.
- Some weekend/evening hours. Broads allows for flexible work schedules.
- Salary range is \$47-52K, based on experience.
- Benefits include 10 paid holidays, 3 weeks paid personal time off, retirement plan, sabbatical policy, cell phone reimbursement, and other benefits to be discussed.
- Great Old Broads for Wilderness is an Equal Opportunity Employer.

**How to Apply**

Please send cover letter, resume, and writing sample (preferred: a published editorial or article) to [admin@greatoldbroads.org](mailto:admin@greatoldbroads.org). Open until filled; we advise getting applications in as quickly as possible.