



## Grassroots Advocacy Coordinator Position Description

Great Old Broads for Wilderness (Broads) is a national grassroots organization, led by women, that engages and inspires activism to preserve and protect wilderness and wild lands. The Grassroots Leadership Program supports the organization's mission by training, supporting, and engaging women as grassroots leaders and advocates for public lands. The Grassroots Leadership Program has over 60 volunteer leaders who facilitate 40 local chapters -- called "Broadbands"-- across the U.S. Please visit our website at [www.greatoldbroads.org](http://www.greatoldbroads.org) for more information.

**Position Summary:** The Grassroots Advocacy Coordinator cultivates leadership development, grassroots advocacy, and community empowerment by building a constituency for public lands protection, with a focus on older women as activists. The candidate will possess strong communication skills and experience in public lands management and policies, advocacy and grassroots organizing, and working with communities of diverse ages and backgrounds. We are looking for an enthusiastic and hardworking professional, with people and coordination skills and the ability to thrive in a fast-paced work environment.

This is a full time, exempt position based in Durango, CO. It is supervised by the Grassroots Leadership Director and works closely with the entire organizational team. All are encouraged and welcome to apply.

### Key areas of responsibility:

#### Grassroots Leadership

- Supports daily operations of Grassroots Leadership Program (GLP), including participating in staff meetings, weekly program check in meetings, and reporting on activities
- Supports Broadband chapters with local, regional and national public lands campaigns and advocacy needs
- Assists in Broadband (BB) leader advocacy skills development and partnership building
- Develops and deepens relationships with BB leaders through weekly email, phone, and in person communications
- Organizes database information, coordinates and tracks BB events and advocacy focus areas, and encourages increased participation in on the ground activities
- Researches and assists in the preparation of e-mail Action Alerts on urgent advocacy issues, to spark action from Broads' members and supporters.
- Works with a staff team to review advocacy issues and write articles for the *Broadsides* newsletter, website, or other media needs.
- Tracks national legislation critical to public lands protection and works as a team to determine whether Broads signs on to letters and comments from partner organizations.
- Manages the quarterly collection, synthesizing, and communicating of Broadband activity reports
- Organizes the logistics of all Broadband and member quarterly GLOW Calls and trainings
- Participates when needed at national Broads' events and Broadband Leader events (Wilderness Advocacy Leadership Training Sessions, Rendezvous, and other activities)

- Supports development of new grassroots initiatives, trainings, and outreach
- Works directly with our Too Wild To Drill partners and BB leaders to coordinate program needs
- Participates in one or more Broads' events, such as Broadwalks or Broadworks (week-long education, stewardship, and advocacy camp outs)

### **Communications**

- Works with staff to update the national website, Facebook, and leadership dashboard (a website-based tool) with current materials
- Outlines weekly Broadband Leader e-newsletter needs and writes sections to inform leaders of issue updates, advocacy opportunities, and national office strategies
- Participates in partnership calls for campaign planning and keeps staff and Broadband Leaders up to date on latest campaign needs and actions required

### **Fundraising Support**

- Assists in raising funds for the program, such as the annual Wild for Wilderness auction and other events, and partnership funding opportunities
- Assists in preparation of program grants and gathering information for grant reporting.

### **Qualifications/Skills Needed:**

- Bachelor's Degree and minimum of three years' experience working with volunteers, leadership development, and advocacy
- Experience in public lands advocacy, environmental conservation, and land management
- Skills and experience in leadership training, fundraising, and event planning
- A "people person" with excellent communication and interpersonal skills
- Ability to work well with and inspire a diverse range of volunteers (i.e. age, personality, knowledge base, experience levels, computer skills)
- Excellent oral and written communication skills, including writing and editing
- Attention to detail and ability to consistently follow through with commitments
- Ability to handle multiple priorities and meet established timelines and reporting requirements.
- Proficient with Microsoft Office, Google groups and tools, spreadsheets, and list serves (WordPress and website experience a plus)
- Ability to work independently and set priorities with minimal supervision
- Willingness and capability to engage in outdoor activities in variable weather for extended periods of time such as hiking, car camping, and setting up event equipment
- An effective and fun team player that is self-motivated, efficient, and energetic, with a great sense of humor.
- Flexibility to work a variety of hours, including occasional multi day travel and weekends
- Wilderness First Aid certified, WFR preferred

### **Work Schedule & Compensation**

- This position is year-round, full time, exempt
- Benefits include contributions to a group health insurance, availability to contribute to a simple IRA, 10 paid holidays, 2 weeks paid vacation, and the opportunity to work with a dedicated, committed, and fun-loving team.
- Some travel and weekend/evening hours are required; Broads allows for flexible work schedules.

### **How to Apply:**

Please send resume, cover letter, writing sample, and three references to [peggy@greatoldbroads.org](mailto:peggy@greatoldbroads.org).

Put “GLProgram Advocacy Program in the subject line”. Incomplete applications will not be considered.  
Open until March 26. Preferred hire date April 26 or sooner.