



Position Description

Grassroots Leadership Director

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.

Position Description:

The Grassroots Leadership Director (GLD) oversees the coordination and administration of all aspects of the Grassroots Leadership Program (GLP), managing the program in alignment with the organizational strategic plan; updating best practices and grassroots organizing strategies; supervising the GLP staff; and facilitating all program activities. The GLD oversees the training, guidance, and support of volunteer Broadband* leaders, working to protect public lands and climate through education, advocacy, and stewardship, all embodied in Broads' brand of fun. Permanent, full-time position, based in Durango, CO. Reports to the Executive Director.

Key Areas of Responsibility:

Advocacy and Leadership Development (35%)

- Manage the Broadband Leadership Team (70+ volunteers) and train GLP staff to provide guidance, support, resources, and tools, through one-on-one and team-based approaches.
- Maintain excellent communication with partner organizations and keep close tabs on key issues and campaigns on both local and national levels.
- Build and deepen partnerships with businesses, organizations, community leaders, and political actors to expand capacity and effectiveness of Broads' work.
- Build capacity and constituents: serve as a national staff representative or committee member at conservation events, workshops, trainings, and appropriate outreach opportunities.
- Stay current with leadership development and advocacy campaigns through meetings and literature review, stay abreast of conservation news, and serve on committees with conservation partners as assigned by the Broads' Advocacy Team.
- Facilitate strong and fluid communication with Broadband leaders, staff, and board by leading the production of bi-weekly newsletters (called *YooHoos!*), as well as bi-annual and end of the year reports.

Trainings, Workshops, and Events (35%)

- Manage and oversee all trainings, events, and gatherings that involve leadership and advocacy development for Broadband leaders, such as the annual WALTs (Wilderness Advocacy Leadership Training), national and regional Rendezvous, and training webinars.
- Support Broadwalk and Broadwork events (multi-day campouts for advocacy, education, and citizen science/stewardship) to support the Associate Director's lead in planning, implementation, and follow-up.
- Support fundraising efforts by representing Broads at events such as the Outdoor Retailer tradeshow, donor events, and other campaigns.

Organizational and Program Administration and Operations (15%)

- Oversee coordination and administration of all aspects of the GLP, including planning, organizing, staffing, leading, and facilitating program activities.
- Supervise Grassroots Leadership Coordinator (GLC) and Grassroots Advocacy Coordinator (GAC),

setting annual program goals and managing daily operations. Provide continued educational and professional development opportunities to assure best practices are in place and each individual is encouraged to grow to the greatest level of skill and work capacity.

- Develop annual budget and operating program for GLP in coordination with the Associate Director and Executive Director.
- Serve on staff Directors' Team with Executive Director, Associate Director, and Communications Director.
- Work with staff and board to build capacity and increase organizational reach through fundraising, membership, communications, marketing, and strategic plan implementation.
- Develop new initiatives to support the strategic direction of the organization, including trainings, programs, and fundraising events.
- Work with interns and volunteers as mentor, assigning projects based on priority needs.

Program Growth and Sustainability (15%)

- Create effective strategies for the recruitment, retention, and expansion of Broadband leaders.
- Assure proper and effective documentation strategies are in place to track program growth and annual success.
- Develop and implement an evaluation framework to assess the strengths of the program and to identify areas for improvement.

The ideal candidate for this position will possess the following qualifications:

- Master's Degree or equivalent, plus minimum three years advocacy or leadership development experience, preferably in a conservation organization with volunteer constituencies.
- Experience in public lands advocacy, political strategy and activism; and conservation/public land management experience strongly desired.
- Knowledgeable in current, effective grassroots organizing models and processes.
- Skilled in executing leadership training and event coordination.
- A "people person" with excellent communication and interpersonal skills.
- A passion for community organizing and relationship development.
- Ability to work well with and inspire a diverse range of volunteers (age, personalities, knowledge base, experience levels, computer skills).
- Excellent writing, editing, and public speaking skills.
- Attention to detail and ability to consistently follow through with commitments.
- Can handle multiple projects and meet established timelines and reporting requirements.
- Proficient in MS Office, Google groups and tools, social media, spreadsheets, and listservs. Constant Contact and Wordpress a plus.
- Ability to work independently and set priorities with minimal supervision.
- Effective, self-motivated, efficient, and energetic team player, with a great sense of humor.

Work Schedule & Compensation:

- Some weekend/evening hours are required; Broads allows for flexible work schedules.
- Salary range is \$45-50K, based on experience. Benefits include paid holidays, 3 weeks paid leave, health stipend, cell phone reimbursement, and opportunity to participate in a simple IRA retirement plan.

How to Apply: Please send cover letter and resume to admin@greatoldbroads.org. Position is open until filled.

*(Broadbands are women-led grassroots chapters—Broads has nearly 40 across the country.)