

THE TRUST FOR PUBLIC LAND

JOB DESCRIPTION

TITLE:	Campaigns Director for the West	
SUPERVISOR:	National Conservation Finance Director	
LOCATION:	Denver or Seattle, preferred	
GRADE:	13	
STATUS:	Full Time, Exempt	FTE: 1.0

Position Summary:

The Campaigns Director is a senior position responsible for creating new local and state land conservation and parks funding in the Western states, primarily through voter-approved ballot measures and legislative action. The Campaigns Director develops relationships with communities and elected officials to develop proposals for services, design public opinion research, negotiate contracts, make presentations, and design and manage ballot measure and legislative campaigns, including managing internal and external experts in public finance research, public opinion surveys, and campaign development. The Director shall possess extensive knowledge of and have direct experience in the politics of conservation and recreation policy of the Western states. The job requires close coordination with staff based in many different Field offices and collaboration with Legal, Finance, Philanthropy, and Marketing teams.

This position utilizes skills in politics, strategy, leadership, policy, management and coalition and program building to deliver the mission of The Trust for Public Land. The director will build consensus and support across internal and external stakeholders such as the outdoor industry and seek to build awareness, credibility, and broad-based support for parks and land conservation and The Trust for Public Land's mission.

ESSENTIAL FUNCTIONS:

1. Advise elected and agency officials on opportunities and methodology to create dedicated funds for parks and land conservation.
2. Provide Conservation Finance services, including assisting communities in evaluating the feasibility of ballot and legislative measures through research and analysis of voter demographics, election history, public opinion, legal constraints, internal capability, and likelihood of support from agencies, elected officials and partner organizations. Support the development and implementation of specific measures, including:
 - evaluation of alternative legal and financing structures of measures
 - polling and message development

- recommending measure timing and dollar amount
- developing ballot language
- campaign fund raising
- communicating with voters
- building campaign organizations
- state legislative lobbying and
- coalition-building and management.

3. Develop, oversee, and implement state legislative strategy and tactics to create new sources of, increase, or defend state funding for parks and land conservation, including drafting legislation, monitoring bills and legislative activity, developing relationships with and directly lobbying state legislators, testifying at legislative committee meetings, working with legislative committee and state agency staff, managing contract lobbyists, mobilizing grass roots support, and building, managing, and working with diverse coalitions supporting state legislative efforts.

4. Work closely with Philanthropy staff to manage relationships with key foundations that support Western Conservation Finance work and identify foundation, corporate and major individual donor prospects, develop proposals, make solicitations, and close gifts for TPL's Conservation Finance program and its 501(c)(4) affiliate The Trust for Public Land Action Fund.

5. Supervise Conservation Finance field staff in the West as well as a variety of polling, social media and political consultants.

6. Develop and manage relationships and fee-for-service contracts with special district, municipal, county, and state government entities, elected officials, and key staff.

OTHER RESPONSIBILITIES:

Other duties as necessary.

QUALIFICATIONS:

- Bachelor's degree in planning, land use, political science, public administration, or related field required; Master's degree preferred.
- Minimum seven years related experience.
- Demonstrated political skills in polling, lobbying, government relations, building coalitions, selecting and managing political consultants, and directing ballot measure campaigns.
- Keen knowledge of western conservation, park and open space issues, growth management, urban planning and development, or a related field.
- Proven ability to successfully design and manage legislative campaigns and ballot initiatives.
- Experience working with state and local governments, including elected officials, senior-level agency staff and boards.
- Familiarity with regional land use issues, communities, land trusts and governments.

- Familiarity with public finance field, including government budgeting, state and local revenue sources, and bonding procedures.
- Experience working with other nonprofit organizations and trade or labor associations.
- Experience in political and/or nonprofit fund raising, including a track record of securing support from foundations and individuals.
- Superior skills in managing dispersed staff and consultants providing services in the field of parks or conservation.
- Superior written and verbal communication skills, including public speaking.
- Excellent presentation and facilitation skills with demonstrated ability to develop strategic approaches to stakeholder involvement and meeting facilitation.
- Demonstrated ability to work independently, prioritize projects, manage time efficiently, and set and meet deadlines.
- Willingness to be part of a team where collaboration is essential to our success.
- Familiarity and facility with social media campaign tools and techniques considered a plus.
- Frequent independent travel required. Up to 50% throughout the West.

We are actively recruiting a diverse workforce

To be considered, please apply online: www.tpl.org/jobs