



RESOURCES LEGACY FUND  
CREATIVE SOLUTIONS. LASTING RESULTS.

### **Communications Associate Center for Western Priorities**

The Center for Western Priorities (CWP) is a nonpartisan engagement center that serves as a source of accurate information, promotes responsible policies and practices, and ensures accountability at all levels to protect land, water, and communities in the American West.

CWP advances responsible conservation and energy practices in the American West by encouraging open, public debate. We leverage innovative strategies from national marketing initiatives, online grassroots social campaigns, and effective paid and earned media campaigns to advance discussions online, in the media, and throughout Western communities by promoting responsible solutions and accurate information.

Our research-based project advocates for honest dialogue and broad public disclosure, providing thorough and thoughtful analysis quickly and accurately.

#### **Communications Associate**

The Communications Associate is a junior-level position responsible for providing support to CWP staff in the strategic development and implementation of CWP projects. The Communications Associate is fully integrated in communication work products and is expected to think creatively, independently and take ownership of assigned projects. Primary responsibilities include: managing social media accounts, research, writing, media/news tracking, and administrative tasks. Because we are a small organization, the Communications Associate is also exposed to a wide variety of tasks and issue areas beyond their primary responsibilities. This position reports to the Deputy Director.

#### **Position Summary**

- Performing fundamental media tasks, such as developing and editing high quality media materials (e.g., press releases, briefing memos, media advisories, pitch sheets) and developing collaterals for print, online and broadcast outlets under the supervision of senior staff.
- Managing and growing CWP's social media presence, encouraging conversations and interactions with stakeholders, partners, and members of the media.
- On a rotating basis, compiling and disseminating a morning email newsletter of western land and energy press clips.
- Providing monitoring and analysis of trends and changes in news media, social media, and in the public lands landscapes.
- Developing and maintaining a media database, including media lists, reporter lists, and outreach email lists.
- Conducting research, distilling key points and providing strategic insights on the information gathered.
- Press outreach including identifying and pitching news items and serving as a spokesperson.
- Managing and executing multiple, detailed tasks and projects.
- Attending regular staff meetings and team retreats.
- Providing input and feedback on work product, staff development, and office procedures.
- Pursuing professional development plan developed in collaboration with supervisor.
- Executing administrative responsibilities as assigned.



RESOURCES LEGACY FUND  
CREATIVE SOLUTIONS. LASTING RESULTS.

The Communications Associate is a full-time, exempt position and reports to CWP's Deputy Director. This position is located in Denver, CO where CWP is based, but we will consider candidates based in other locations (ideally within the Rocky Mountain Western Region).

### **Qualifications**

- 1-3 years of experience in communication, public relations, political campaigns or demonstrated equivalent experience.
- Bachelor's degree in Communications, Journalism, Political Science, Environmental Studies or related area of study highly desirable.
- Strong written and verbal communications skills and proven ability to effectively organize and manage multiple responsibilities.
- Understanding of public relations concepts and tactics, including drafting press releases, building press lists, pitching, and engaging with reporters.
- Experience with campaigns using social media platforms like Facebook, Twitter, and Instagram.
- Ability to communicate clearly and effectively, both verbally and in written format, with varying levels of CWP staff, consultants, vendors and media.
- Strong computer skills, including the Microsoft Office Suite and working knowledge of web-based tools and platforms. Additional skills in data journalism, audio/video production, or GIS are preferred.
- Ability to manage project workflow and juggle multiple tasks under tight deadlines.
- Innovative and solutions oriented – demonstrated resourcefulness and flexibility in approach to project assignments.
- Highly organized and detail-oriented.
- Team player with the ability to step into leadership roles.
- Interest in environmental or conservation issues preferred.

**Salary range (depending on experience):** \$45,000 - \$55,000.

We offer a comprehensive benefit package including medical, dental, vision insurance, retirement plan, and generous paid time off.

### **Procedure for Candidacy**

The Center for Western Priorities is a project of Resources Legacy Fund (RLF). Since its founding in 2000, Resources Legacy Fund (RLF) has embodied an innovation in conservation philanthropy as a donor-driven enterprise focused on lasting results. RLF is an equal opportunity employer and welcomes applications from all qualified candidates regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, or sexual orientation.

Applications will be accepted on a rolling basis. Review of applications will begin on May 17, 2021 and will continue until the position has been filled. After initial application review, we will reach out to selected candidates for a phone interview, which will be followed by a video interview for final candidates.

Interested individuals should send a cover letter and resume to: [jobs@westernpriorities.org](mailto:jobs@westernpriorities.org)