

## **Outreach and Campaigns Associate Center for Western Priorities**

The Center for Western Priorities (CWP) is a nonpartisan engagement center focused on the protection and responsible use of public lands in the American West. CWP serves as a source of accurate information, promotes responsible policies and practices, and ensures accountability at all levels to protect land, water, and communities. CWP advances responsible conservation and energy practices in the American West by encouraging open, public debate, leveraging innovative strategies from national marketing initiatives, a popular podcast, online social media campaigns, and effective paid and earned media campaigns.

CWP is a fiscally sponsored project of Resources Legacy Fund (RLF). RLF builds alliances that advance bold solutions to secure a just and resilient world for people and nature. RLF partners with philanthropy, community groups, government, science, and business to promote smart policies and ensure equitable public funding for the environment, climate change resilience, and healthy communities. Across the American West and internationally, RLF manages complex, multi-year grantmaking programs and fiscally sponsors projects that accelerate change on environmental and equity issues.

### **Outreach and Campaigns Associate**

The Outreach and Campaigns Associate is responsible for providing support to CWP staff in the development and implementation of advocacy campaigns to protect public lands in the West. The Outreach and Campaigns Associate is fully integrated into all of CWP's campaigns and activities, and is expected to think creatively, work independently, and take ownership of assigned projects.

### **Position Summary:**

- Working with CWP staff, the Outreach and Campaigns Associate will develop and execute strategic activities in an effort to support national monument and conservation campaign efforts.
- Develop campaign strategy and tactics, including outreach, education, and communication efforts focused on the importance of protecting public lands.
- Produce written products (blogs, reports, social media posts) highlighting the benefits of national monument designations.
- Produce, summarize, and disseminate research, analysis, and polling data developed by or on behalf of CWP.
- On a rotating basis with other CWP staff, compiling and disseminating Look West, a morning email newsletter of western land and energy news clips.
- Design compelling graphical and data visualization products (storymaps, infographics) touting conservation opportunities and showing strong public support for new protections.
- Coordinate outreach to communities, campaigns, and coalitions pushing conservation designations around the West.

- Contribute to ongoing CWP efforts, including our daily Look West email newsletter, rapid response communications opportunities, The Landscape podcast, and live or virtual events.
- Produce proactive, data-driven reports and analysis to demonstrate the strong, consistent public support for national monument designations and protections for public lands across communities and demographics.
- Build and maintain strong relationships with a broad range of conservation organizations and stakeholders.

The Outreach and Campaigns Associate is a two-year fellowship, as a part of the [Wyss Fellows Program](#) for developing conservation leaders. As a Wyss Fellow, the Outreach and Campaigns Associate will gain experience in a broad range of issues and multiple aspects of conservation advocacy and campaigns. Additionally, the fellow will participate in an annual week-long training program. The Outreach and Campaigns Associate is a full-time, non-exempt position and reports to CWP's Director of Campaigns and Special Projects. This position is located in Denver, Colorado where CWP is based.

#### **Qualifications:**

Note: These qualifications are guidelines, not hard and fast rules, so if you have 75% of the qualifications listed, we encourage you to apply. Experience can include paid and unpaid experience, including volunteer work that helped you to build the competencies, knowledge, and skills needed for this position. Applying gives you the opportunity to be considered.

- Bachelor's or master's degree in environmental studies/sustainability, communications, journalism, or related area of study highly desirable.
- Strong research, writing, editing, proofreading, and verbal communications skills.
- Strong visual communication and technology skills with a willingness to learn new software and programs if necessary (comfort with Adobe suite programs, GIS and/or cartography experience preferred).
- Interest in public lands, land conservation, environmental issues, and Western politics preferred.
- Ability to effectively prioritize and manage multiple responsibilities to meet tight deadlines in a fast-paced, team-oriented environment.
- Innovative and solutions oriented – demonstrated resourcefulness, creativity, optimism, and flexibility in approach to project assignments.
- Highly organized and detail-oriented.
- Comfortable working as part of a team or independently, with willingness to step into leadership roles as needed.

**Compensation and Benefits:** \$21 to \$24 per hour which is approximately equal to \$40,000 - \$45,000 annually; pay commensurate with related work experience and qualifications. CWP offers a comprehensive benefit package including medical, dental, vision insurance, retirement plan, and generous paid time off.

**Procedure for Candidacy:**

Applications will be accepted on a rolling basis. Review of applications will begin on Tuesday, October 11 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)

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. We are committed to providing a work environment free from discrimination, where all team members feel valued, respected, and included. We know that our work is enriched by the varied voices and perspectives of every staff and board member, so we are committed to making an earnest effort to recruit, welcome, train, develop, and retain talented individuals from diverse backgrounds. We believe that a diverse and inclusive culture expands our creative capacity to do our work and achieve greater outcomes for people and the natural world. Learn more about RLF's commitment to diversity, equity, and inclusion on our website.

*RLF requires that employees be vaccinated for COVID-19 prior to visiting or working in an RLF office or conducting any travel or in-person meetings on behalf of our organization. If you are hired for this position, RLF will require proof that you are up to date on COVID-19 vaccinations or have a valid religious or medical reason not to be vaccinated.*