

WeConservePA Job Announcement
Position: **Advocacy Manager**

Job Description

This leadership position presents the opportunity to significantly impact the future of land conservation and water resource protection in Pennsylvania. It supports the policy education and advocacy agendas of both WeConservePA and the Growing Greener Coalition, of which WeConservePA is the managing partner. To be successful in the position, a person must be a self-starter, quick learner, and strong communicator who can manage multiple distinct tasks and projects at once. The Harrisburg-based position reports to the executive director. Duties include:

- Direct legislator outreach: Interact with legislators and their aides to educate and advocate on matters of concern to WeConservePA and the Growing Greener Coalition. This includes:
 - face-to-face engagement in Harrisburg
 - travel and face-to-face meetings in legislative districts across the state
 - communications via phone, email, social media, and mail
 - attending legislative committee meetings and hearings as needed
- Ally engagement: Educate, recruit, and work in partnership with representatives of member, partner, and allied organizations, as well as local government officials and independent individuals, to engage them in conservation education and advocacy work. This includes:
 - Meet with people in their localities as well as electronically to educate on issues and encourage, inspire, and help organize action including engagement with legislators and local officials
 - Encourage and help them plan field visits to conservation projects with legislators
 - Encourage and participate in visits to district offices
 - Involve them in Harrisburg meetings whenever appropriate and reasonably possible
 - Provide advocacy training for would-be advocates
- Supporting activities:
 - Maintain a database of contacts, relationships, and communications concerning public policy issues
 - Track and report on legislation of interest

- Create detailed and personalized informational packets for legislators and others for use in meetings and in response to requests
- Partner with other WeConservePA communications and advocacy staff to optimize advocacy for conservation and good public policy via social media, web, traditional media, and other communication channels
- Growing Greener Coalition: Support the operation of the GGC in coordination with other WeConservePA staff, activities including the following:
 - Coordinate meetings of the GGC and shape meeting agendas and proposed actions in partnership with GGC leaders
 - Facilitate GGC workgroups, including organizing and facilitating calls and meetings and ensuring that workgroup tasks are completed
 - Respond to all requests of the GGC committees and lead in implementation of their decisions
 - Manage internal communications amongst GGC partner representatives
 - Manage external GGC communications (to allies, the media, opinion leaders, and government)
 - Research issues as needed and synthesize findings for specific audiences
 - Build and strengthen the GGC by actively engaging its partners in the coalition's efforts
 - Ensure that GGC partners meet their basic partner responsibilities and fulfill any additional in-kind obligations
 - Keep the PaGrowingGreener.org website fresh and relevant
 - Fundraise
 - Manage the finances of the GGC in partnership with WeConservePA's executive director
- Other
 - Represent WeConservePA in presentations and other forums as needed
 - Participate with other WeConservePA staff members in team efforts such as staffing WeConservePA conferences when needed
 - Share the handling of tasks that arise in a small office environment
 - Perform other tasks and duties as assigned by the executive director

- Traveling within Pennsylvania and weekend and evening work required

Qualifications

- Outstanding capacity to take initiative, learn quickly and problem-solve
- Bachelor's degree (or equivalent experience) and a minimum of five years of relevant post-bachelor degree work experience with demonstrated success
- Creativity, resourcefulness, self-motivation, and efficiency
- Excellent attention to detail, organized, and ability to manage multiple priorities
- Excellent interpersonal skills
- Strong knowledge of Microsoft Office and the ability to quickly learn computer skills (Salesforce and database familiarity are a plus)
- Ability to work independently and as a team member in a small office work environment
- Valid driver's license and willingness to travel
- Personal commitment to conservation

This full-time position offers excellent benefits. The salary is commensurate with experience and skills and estimated to be in the range of \$60,000 to \$74,000 annually.

WeConservePA helps people care for, wisely use, and enjoy what nature offers. See WeConservePA.org for more information. EOE

To Apply

Send resume and cover letter including salary expectations to info@weconservepa.org. Put *Advocacy Manager* on the subject line.

Deadline for application is 2/23/2022. No phone calls.