



Jon Mullen Photography



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Amy Hadden Marsh

THIS IS WHO WE ARE

Using science, law and policy, and grassroots activism, Wilderness Workshop works to protect the public lands of Colorado's western slope. Our geography is centered on the White River National Forest and Colorado River Valley, and from our basecamp in Carbondale we work to defend and protect treasured landscapes such as the Thompson Divide, Flat Tops, Roan Plateau and North Fork Valley.

Founded in 1967, Wilderness Workshop has earned a national reputation for passionate, strategic advocacy, effective grassroots activism, and scientific authority. We are a trusted leader in the conservation community, and we work collaboratively with local, regional and national partners toward a shared vision for a healthy, ecologically intact planet.

We don't represent any user group; rather, we provide a voice for nature on our public lands. We're a community of people who enjoy and cherish wild places, and believe that wildlands and wildlife should be protected for their own sake (and for ours).

We are committed to ensuring that public lands are accessible and enjoyable for all, and that equity and justice are centered in public lands management. As an organization we are similarly working to become more inclusive and diverse and ensure we and our work are representative of the communities we serve.

We now seek an experienced, committed, dynamic Communications Director to join our highly talented team.

THIS IS WHAT SUCCESS LOOKS LIKE

We engage in a wide range of issues to achieve our mission, and there's no shortage of exciting efforts underway at any given time. Here are some of the things we're particularly proud of right now:

Protecting the Thompson Divide

After more than a decade of activism, our community convinced the Bureau of Land Management to cancel 25 illegal leases in the Thompson Divide. We're now working to pass federal legislation to permanently protect the area through the Colorado Outdoor Recreation and Economy (CORE) Act.

Acting on climate

We're working with a statewide coalition to ensure the Colorado Climate Action Plan is successful in meeting ambitious climate targets, and that equity and justice are centered in our state's climate efforts. We're also successfully fighting oil and gas development on our public lands – a major source of our nation's greenhouse gas emissions.

Advocating for wildlife in the Eagle Valley

We've galvanized a movement in the Eagle Valley to stop the Forest Service from granting a developer permission to pave a forest road through some of the last best deer and elk winter range.

Defiende Nuestra Tierra

Two years ago we launched our "Defiende Nuestra Tierra" program to build relationships with the Roaring Fork and Colorado River Valley Latinx communities and partner with those communities to steward and protect our public lands. The program has been a great success and is now staffed full time.

No dams in wilderness

After two years of advocacy and collaborative work, we reached a settlement with the City of Aspen that will result in the City moving its conditional water rights for dams on Castle and Maroon Creeks out of these special valleys. And we've just begun to fight and organize against a proposal to build a dam on the edge of the Holy Cross Wilderness.

Defending the North Fork watershed

The North Fork has been constantly threatened by oil and gas leasing and drilling and coal mining. We've been watchdogging these proposals and fighting back across the board with policy expertise, legal challenges and community activism.

HERE IS HOW THE COMMUNICATIONS DIRECTOR MAKES A DIFFERENCE

Wilderness Workshop's mission is to protect public lands in western Colorado. At its core our work consists of convincing land managers, Congress, local elected officials and the public to make conservation-minded decisions regarding our public lands. While advocacy and policy work are a large part of how we achieve this, communicating with the public and decision-makers is critical to achieving our success. The Communications Director collaborates closely with program staff and the Executive Director to achieve conservation goals. Our work is also highly dependent on our reputation in the communities in which we work; the Communications Director uses events, partnerships and works with local media to tell our story and expand our messaging to ensure we build and retain the social license important to achieving our goals. Lastly, through branding and creative work, the Communications Director helps to inspire current and potential donors to give to Wilderness Workshop.

WORKING AT WILDERNESS WORKSHOP AND LIVING IN CARBONDALE

Wilderness Workshop offers its staff a close-knit, relatively casual work environment that is focused on results



and impact. We are passionate about our work, creative, and like to work collaboratively with the team and our partners. Successful members of the team are self-starters, life-long learners, interested in building new skills, active listeners, and like the nimbleness that comes from a smaller organization that can act quickly to take advantage of new opportunities.



The Roaring Fork Valley stretches from the top of Independence Pass, through Aspen and Carbondale to the confluence with the Colorado River at Glenwood Springs. The breadth and depth of recreational and cultural amenities found in this community are second to none. Multiple wilderness areas, ski areas, world class biking and running trails, and nationally recognized art and cultural institutions are all found in the Valley.

Wilderness Workshop is headquartered in Carbondale, which offers a community-oriented small-town feel, nestled into the larger human ecosystem of the Roaring Fork Valley. The growing, close-knit community extends visitors and new residents a hearty welcome. Carbondale,

like all of the towns in the Roaring Fork Valley provides incredible access to public lands and nearly endless opportunities to ski (cross-country and downhill), hike, bike, fish, climb, and kayak just out the backdoor. While finding housing can be challenging in the Roaring Fork Valley, there is a growing housing stock and a variety of options and opportunities, from downtown Carbondale to more rural settings or other towns within a 20-minute drive.

THIS IS WHAT IT TAKES TO DO THE JOB

We are a mission driven organization and believe communications is a critical strategy in achieving our goals. Qualified candidates will have a proven track record of utilizing communications and marketing to achieve an organization's or business' programmatic goals. Excellent writing and creative storytelling skills are critical to this job. Ideal candidates will have a strong connection to public lands and knowledge of conservation work. We strongly encourage candidates of all backgrounds who can fulfill the primary responsibilities of this position (listed below) to apply. *Below is the job description for the Communications Director:*

Position Summary

In support of Wilderness Workshop's mission to protect public lands, the Communications Director is responsible for all aspects of Wilderness Workshop's communications, branding and marketing work. The Communications Director works with program staff to implement strategic and proactive communications that advance the programmatic goals of the organization. The Communications Director builds the organization's brand and increases public recognition to support fundraising efforts and social license. The Communications Director promotes events, builds relationships with the media and is responsible for all aspects of the organization's written communications including press releases, newsletters, e-blasts, website, social media, and fundraising materials. The Communications Director ensures the organization's communications materials are appropriately cross-cultural in nature.

Primary Responsibilities

- Work closely with program staff to design and implement communications plans, strategies, and original content for high-priority projects and goals.
- Develop and implement a branding strategy that supports the organization's mission and fundraising goals.
- Ensure our communications are inclusive of and appropriately targeted to our diverse communities.
- Ensure consistency, excellency and accuracy in all of Wilderness Workshop's external communications.
- Build and maintain relationships with staff at media organizations to enable story pitching and editorial content.
- Manage all of Wilderness Workshop's communications materials and platforms including photos, videos,

website and social media accounts.

- Work with the director of the Defiende Nuestra Tierra program on communications, branding and marketing for both that program and to cross pollinate with other WW programs and communications.
- Write and edit press releases, newsletters, action alerts, e-blasts, fundraising materials and other written material.
- Promote all Wilderness Workshop events and community programs.

Desired Qualifications

- At least 3 years of direct communications experience, including experience utilizing communications to advance socio-political change.
- Ability to design and implement strategic communications campaigns.
- Experience working for or with media organizations.
- Ability to utilize marketing and communications to raise funds, promote events and build and maintain an organization's brand and reputation.
- Knowledge of or an ability to quickly learn western public lands history and policy, ecosystem protection, resource management, conservation biology, environmental justice and advocacy.
- Excellent written and verbal communication skills.
- Collaborative and experience working in a team environment.
- Excellent organization skills, attention to detail, professionalism, ability to meet deadlines.
- Experience and comfort working with people of widely diverging backgrounds, cultures, political beliefs, and socio-economic strata.
- Commitment to public lands conservation.
- English fluency required; Spanish fluency or experience preferred.

Technical

- Strong and creative writing, editing, design and storytelling skills.
- Familiarity with Adobe programs, including Photoshop, Lightroom, and InDesign.
- Strong proficiency with WordPress, website editing and management.
- Experience using social media personally and professionally.
- Photography and videography creation and editing skills desired.

What are the Rewards

The salary range for the Communications Director is \$60,000-\$75,000. Compensation will reflect the applicant's qualifications and previous experience. The benefits package includes health insurance, a retirement plan, vacation days and federal holidays, a sabbatical policy, wellness days, sick days and a family leave policy. Relocation support is also available for qualified candidates who are ready to move to our mountain community.

Ready to Apply?

Qualified candidates are encouraged to apply by submitting a resume, salary requirements and a letter of interest describing why your qualifications and past experience make you an ideal candidate to Jobs@wildernessworkshop.org with the subject: "Communications Director." All applications are to be submitted electronically. To learn more about this position and the work of the Wilderness Workshop, please visit us at www.wildernessworkshop.org. Applications will be reviewed on a rolling basis and candidates are encouraged to submit materials prior to September 15, 2020.

The Wilderness Workshop provides equal employment opportunities to all persons. No employee or applicant for employment will be discriminated against because of race, color, religion, sex, national origin, age, sexual orientation, otherwise qualified handicap or disability, or veteran status.