



# DEFIENDE DIRECTOR

## *Leadership Opportunity*

Wilderness Workshop is dedicated to the conservation of western Colorado's public lands.

Glen Randall



Adobe Photo

### THIS IS WHO WE ARE

Wilderness Workshop is a community-based organization working to protect the public lands of Colorado's Western Slope and build an engaged constituency in support of public land conservation and stewardship. We rely on science, grassroots activism, communications, and law and policy as the primary tools in our toolbox.

Our geography is centered on the White River National Forest and the 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 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 **Defiende Nuestra Tierra Director (Defiende Director)** to join our highly talented team.



Amy Hadden Marsh

## THIS IS HOW THE DEFIENDE NUESTRA TIERRA MANAGER 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. It is our belief that doing so requires our entire community to be an active part of this effort. We recognize that until very recently Wilderness Workshop has failed to engage and include the Latinx community across our geography in our work. The Defiende Nuestra Tierra Director builds and deepens our relationship with members of the Latinx community and activates our members and the public to make sure that our elected officials and agency staff understand how much the Latinx community values public lands and their protection.

The Defiende Director is a critical ambassador for Wilderness Workshop, utilizing community organizing, relationship building and our outdoor programs and community events to tell our story and the story of our work to build a diverse and inclusive movement in support of our goals and work. Further, the Defiende Nuestra Tierra Director ensures that our work to protect public lands reflects the conservation values and goals of the Latinx community. Supervised by the Executive Director, the Defiende Nuestra Tierra Director collaborates closely with the Director of Community Organizing to create a culture of activism throughout our local community and achieve conservation outcomes.

## THIS IS WHAT IT TAKES TO DO THE JOB

We are a place-based, mission driven organization and believe community organizing is a critical strategy in achieving our goals. We are seeking candidates who have built authentic relationships with community members in support of creating social and/or environmental change and have experience working within and across Latinx and Anglo cultures. Qualified candidates will have a track record of organizing in support of socio-political issue causes. We are interested in candidates who have worked for mission driven non-profits, political campaigns, or with and within communities to create positive change. Ideal candidates will have a connection to public lands, knowledge of conservation work, and a basic understanding of the political process and how social change is achieved.

A key component of this job is helping local community members connect to our public lands, including identifying barriers to access and opportunities to eliminate those barriers. Candidates should be eager to share their enthusiasm for outdoor experiences with others and motivated by helping people find joy in nature. We strongly encourage candidates of all backgrounds who can fulfill the primary responsibilities of this position (listed below) to apply.

## THESE ARE THE REWARDS

The salary range for the Defiende Nuestra Tierra Director is \$55,000-\$70,000. Compensation will reflect the applicant's qualifications and previous experience. The benefits package includes health, dental and vision insurance, a retirement plan, vacation days and federal holidays, a sabbatical policy, wellness days, sick days and a family leave policy. We believe time in the field is motivating, inspiring and critical to our success as advocates – and we create space for our employees to experience the places we are working to protect. 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 the following materials to [Jobs@wildernessworkshop.org](mailto:Jobs@wildernessworkshop.org) with the subject line: "Defiende Director." *If possible please submit all materials in one .pdf document.*

- Letter of interest & Resume
- Please submit answers to the following two questions in both English and Spanish. *We recommend a minimum of one page and maximum of two pages to answer both questions.*
  - \* *What motivates you personally and professionally to work to protect public lands and our environment?*
  - \* *What in your past work or life experience has prepared you to work with communities to create social and/or environmental change?*
- Three references
- Salary requirements

**The application deadline is Friday, August 13, 2021.** 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](http://www.wildernessworkshop.org)
- Review the one-page description of the Defiende Nuestra Tierra Program available at [www.wildernessworkshop.org/careers](http://www.wildernessworkshop.org/careers)
- Applicants are also welcome to email our outgoing Defiende Director, Beatriz Soto at [Beatriz@wildernessworkshop.org](mailto:Beatriz@wildernessworkshop.org) with questions about the position and work.

## THIS IS WHAT SUCCESS LOOKS LIKE AT WILDERNESS WORKSHOP

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 partners across the state and the country to ensure the Biden Administration's modernization of the federal oil and gas program results in decisions that eliminate climate pollution from our public lands and align with global and national climate targets. We're also participating in 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.

**Defiende Nuestra Tierra** - Three years ago we launched our Defiende Nuestra Tierra (Defend Our Land) program to build relationships with the Roaring Fork and Colorado River Valley's Latinx communities and partner with those communities to protect 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 that could inundate the Holy Cross Wilderness and divert Western Slope water to the Front Range.

**Defending the North Fork watershed** - The North Fork Valley has been constantly threatened by oil and gas leasing and drilling, and coal mine expansion into wild roadless forests. We've been watchdogging these proposals and fighting back across the board with policy expertise, legal challenges and community activism.

**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.

## WORKING AT WILDERNESS WORKSHOP AND LIVING IN OUR REGION

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, both internally and externally. Successful members of the team are self-starters, life-long learners, community builders, and enjoy the nimbleness of a smaller organization that acts 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 recreation and cultural amenities found in our community are second to none. Every town in our region provides incredible access to public lands and nearly endless opportunities to ski, snowshoe, hike, bike, fish, camp, climb, and kayak just out the backdoor. In addition to outdoor opportunities, nationally recognized art and cultural institutions, unique businesses, a mix of public and private educational intuitions (public, private, and non-traditional for both K-12 and higher education), places of worship, and many nonprofits and volunteer opportunities are all found in the area.

Wilderness Workshop is headquartered in Carbondale, which offers a community-oriented, small-town feel, nestled in the larger Roaring Fork Valley. With many events and networking opportunities, the growing, close-knit community extends visitors and new residents a hearty welcome. While finding housing can be challenging, 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 20-30 minute drive.

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## POSITION DESCRIPTION - DEFIENDE DIRECTOR

**Title:** Defiende Nuestra Tierra Director  
**Reports to:** Executive Director  
**Compensation:** \$55,000 - 70,000  
**Location:** Carbondale, Colorado

### Position Summary

In support of Wilderness Workshop's mission to protect public lands, the Defiende Nuestra Tierra Director (Defiende Director) broadens and deepens WW's relationship with the Latinx community with the twin goals of creating more equitable management of our local public lands and engaging our Latinx community in conservation efforts. Through organizing and relationship building the Defiende Director creates a vibrant, informed and engaged Latinx populace, advocating for community-based conservation across WW's geography.

The Defiende Director and Director of Community Organizing are responsible for the organizing component of all initiatives and campaigns at WW and collaborate to ensure WW's organizing efforts as a whole are culturally representative of and relevant to our diverse local communities. A critical component of this work is working with and listening to our Latinx community to develop conservation priorities that reflect the needs and desires of the Latinx community. The Defiende Director leads WW's work to create opportunities for members of our Latinx community to learn about, access, enjoy, and steward public lands. A key part of this work is advocating for equitable management of our public lands, including addressing access issues, identifying opportunities to close the nature gap, and ensuring policies and practices serve all members of our community.

### **Primary Responsibilities**

- Develop and implement community organizing plans within the Latinx Community in support of priority projects, campaigns and policy goals that further WW's mission.
- Identify, cultivate, train, engage, and activate a broad and diverse set of Latinx activists on WW's priority conservation issues.
- Increase community literacy and advocacy concerning public lands and conservation, using culturally relevant and effective principles of community organizing to recruit, train, and mobilize members of the Latinx community.
- Collaborate with the Policy Director to:
  - Identify and prioritize integrated conservation efforts for the Defiende program.
  - Align and leverage WW's conservation goals with parallel efforts in the local, state, and national conservation community.
  - Track and engage in state and national environmental justice priorities that affect WW's work and/or local communities; serve as a spokesperson on these issues.
- Establish relationships with community leaders, elected officials, government staff, and other stakeholders to build strategic partnerships and identify supporters and allies.
- In collaboration with the Communications Director, ensure our communications in support of activism and engagement are inclusive of and appropriately targeted to our diverse communities.
- Serve as a spokesperson for Wilderness Workshop, including speaking at events, authoring op-eds, talking with media outlets, developing reporter relationships, and representing WW in the community.
- Through research and community engagement, identify cross-cutting or "intersectional" issues that matter to members of the Latinx community and overlap with WW's mission and work.
- Build a more engaged and active Latinx electorate within WW's geography.
- Collaborate with the Field Coordinator to plan and implement outdoor programs that connect our Latinx community to public lands and build engagement with our advocacy and work.
- Participate in coalitions, collaboratives and stakeholder processes as appropriate.

### **Qualifications and Experience**

- At least 3 years of experience working within communities to advance social change including experience working with community members to take action through participatory democracy and issue advocacy.
- Awareness of and ability to interpret and navigate the cultural and social differences within the Latinx community in Western Colorado and between Anglo and Latinx cultures.
- Collaborative work style and experience working in a team environment.
- Self-directed and ability to work independently.
- Familiarity with grassroots methods of building collective voice for action.
- 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.
- Experience managing professional social media accounts, activism platforms, design software.
- Speaks, reads and writes fluent Spanish and English with the ability to translate both the language and cultural context.
- Some wilderness backcountry travel is required.
- Commitment to public lands conservation, equitable access to and enjoyment of our public lands.

*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.*