WILDERNESS WORKSHOP

COMMUNICATIONS DIRECTOR

Leadership Opportunity

Wilderness Workshop protects the wilderness, water, and wildlife of Western Colorado’s public lands.

THIS IS WHO WE ARE

Wilderness Workshop (WW) 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, WW 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 Communications Director to join our highly talented team.
THIS IS HOW THE COMMUNICATIONS DIRECTOR MAKES A DIFFERENCE

WW’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 and advance our priority campaigns and projects. Our work is also highly dependent on our reputation in the communities and venues in which we work; the Communications Director tells our story and the story of our work in the media and through events 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.

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 experience working with the media, 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.

THESE ARE THE REWARDS

The salary range for the Communications Director is $70,000 - 85,000. 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 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 Wednesday, July 5, 2023.
**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, a Thompson Divide Administrative Mineral Withdrawal is underway and we're 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.

**Defiende Nuestra Tierra** - Five 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** - We’ve begun the long 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**

WW 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.

WW 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. Finding housing can be challenging, but the Valley offers a range of options and opportunities, from downtown Carbondale to more rural settings or other towns within a 20-30 minute drive.
POSITION DESCRIPTION - COMMUNICATIONS DIRECTOR

Title: Communications Director
Compensation: $70,000 - 85,000
Location: Carbondale, Colorado

Position Summary
In support of Wilderness Workshop's (WW) mission to protect public lands, the Communications Director strategically leads the organization's communications, media, and marketing work. The Communications Director works with the Conservation and Campaign Team to implement strategic and proactive communications that advance the programmatic goals of the organization. The Communications Director manages media outreach, relations, and requests, with particular attention to reaching broader and more diverse audiences, achieving advocacy goals, and enhancing brand recognition to support fundraising efforts and build social license. In coordination with the Community Engagement Team, the Communications Director promotes events and community programs, and collaborates with staff on the organization's external-facing communications including press releases and statements, newsletters, annual reports, e-blasts, website, social media, and fundraising materials. The Communications Director works with other staff including the Defiende Director to ensure our communications materials and strategies support the Defiende Program and our DEIJ initiatives.

Primary Responsibilities
- Lead WW's communications and media strategy, including building and maintaining relationships with staff at media organizations, pitching stories and editorial content, and writing and editing press releases and op-eds.
- Collaborate with the Campaign and Conservation Teams to develop and implement communications plans, strategies, and tactics. This work includes message development, website creation and maintenance, social media management, and writing and producing action alerts, e-blasts, and original content.
- Work with the Defiende Nuestra Tierra Director on communications, media, and marketing for the program and to integrate Defiende communications into WW's other communications.
- Collaborate with the Community Events Team to promote and market all WW events and engagement activities, seeking media coverage when appropriate.
- Support program staff with development of communications materials as necessary, such as brochures, fact sheets, reports, and advocacy materials.
- Develop and implement a branding strategy that supports the organization's mission and fundraising goals.
- Lead the implementation of the communications related components of WW's DEIJ plan.
- Ensure consistency, excellency, clarity, and accuracy in all of WW's external communications.
- Manage all of WW's communications assets and platforms including photos, videos, websites and social media accounts. Manage selected coalition/partner websites and digital platforms.
- Write and edit organizational communication materials including newsletters, annual report e-blasts and fundraising materials.

Qualifications and Experience
- At least 3-5 of years of direct communications experience, including experience utilizing communications to advance socio-political change and achieve advocacy outcomes.
- 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 become familiar with western public lands history and policy, ecosystem protection, resource management, conservation biology, environmental justice and advocacy.
- Significant experience and expertise writing and editing a variety of original content.
- 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.

**Desired Technical Skills**
- 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.
- Familiarity with non-profit database management systems and software.
- Experience using social media personally and professionally.
- Photography and videography creation and editing skills desired.

*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.*