

Public Lands Campaign Coordinator

Reports to: Executive Director
Works with: Communications Director
Oversees: Campaign Staff (Communications Support, Business Outreach, Volunteer Leadership Coordinator)

Responsible for overall execution and coordination of campaign goals and activities.

Skills: Proficient in Microsoft Office applications; working understanding of, or ability to learn, cloud-based applications like Google Groups, Google Docs, Office 365, Salesforce and WordPress; excellent written and oral communications and meeting facilitation skills; ability to edit and proofread documents; interest and ability to learn about policies and legislation impacting public lands. Must be available for periodic travel, including occasional overnight meetings. Previous team leadership, volunteer management and/or campaign management experience a plus.

Overall Campaign Annual Outcomes

- 2,000 new email list subscribers
- 25 new organizational sign-ons
- 50 new business sign-ons
- 1,000 actions taken by individuals through letter writing, pledges, post-cards, phone calls, etc.
- 8 grasstop political meetings; 20 grasstop calls
- 24 media placements

Responsibilities

Project Tracking and Reporting – 20%

Project Tracking and Reporting. Maintain and manage Project Tracker. Follow-up on tasks with campaign staff. Input weekly reporting into QuickBase and prepare periodic reports as required by funders and campaign partners.

List management. Work with campaign staff to make sure all lists are up to date and functioning properly.

Budget and Expenses. Work with Executive Director on preparing campaign budgets and monitoring project expenses.

Campaign Coordination – 20%

Weekly campaign staff call. Convene and facilitate campaign staff calls. Note action items for follow-up.

Weekly campaign workgroup call. Convene, facilitate and document campaign workgroup calls. Work with partners on agenda-setting.

Public education materials. Coordinate development and distribution of campaign-related materials like postcards, brochures, and educational materials.

Work plans. Maintain regular communication with campaign staff and partners to assure campaign work plan is progressing efficiently and effectively.

Outreach – 50%

Public education. Respond to requests for information and pursue opportunities for public presentations/events that lend to generating grassroots/grasstops engagement and results in 1,000 actions and 2,000 new individual subscribers.

Volunteer recruitment. Identify and refer potential volunteer leaders to the Volunteer Coordinator.

Coordinate sign-on letters. As need arises, work with communications team to circulate sign-on letters to organizations.

Organizations. Obtain at least 25 new organizational sign-ons; cultivate actions from member organizations and their grassroots membership.

Businesses. Coordinate with Business Alliance Coordinator on obtaining 50 new business sign-ons.

Spokespersons. With Volunteer Coordinator, identify and refer potential strategic voices for media pieces to communications team. Maintain a contact list of voices, and track who has submitted letters to the editor and op-eds or participated in interviews with reporters.

Grasstop influencers. Identify and cultivate high-level political influencers for political action.

Congressional contacts. Coordinate at least 8 political meetings, 25 grasstop calls.

E-news. Solicit information from campaign partners, and provide content on partners and other campaign activities for the monthly e-news.

Policy updates. Develop content for monthly policy updates to the Info Group.

Social media. Work with communications team to reinforce campaign activities and outreach through social media channels.

Administration – 10%

Timekeeping. Maintain provided timesheet on a weekly basis.

Reimbursements. Submit required documentation for out-of-pocket reimbursements on a monthly basis.

Work product. Save and maintain all work products on cloud-based shared drive.

Other duties as assigned.