



JOB ANNOUNCEMENT

Director of Advocacy

Santa Barbara & Ventura, California

Los Padres ForestWatch, one of the premier land and wildlife conservation organizations along California's central coast, is seeking a full-time Director of Advocacy. The position will use advocacy, community organizing, coalition building, education, creative media, and relationship building to protect Los Padres National Forest, Carrizo Plain National Monument, and other public lands throughout our region.

Our work spans 220 miles of some of California's most spectacular landscapes, from the famed Big Sur shoreline to the rugged backcountry of Santa Barbara, Ventura, and San Luis Obispo counties. We protect these lands from development, mobilize volunteers to clean up trash and restore wildlife habitat, and engage underserved youth and their families to inspire connections with nature. The Advocacy Director will help us propel our successful eighteen-year track record of meaningful, long-lasting achievements.

ForestWatch welcomes diversity and is committed to creating an inclusive and equitable work environment for all employees that encourages and celebrates differences. Our staff and Board strive to incorporate inclusive practices in the performance of all duties and responsibilities, on a consistent and ongoing basis, and continually work to increase awareness and sensitivity to the needs and concerns of individuals from diverse cultures, backgrounds, and orientations.

Overview of Position

National parks, forests, wildlife refuges, and monuments are the crown jewels of our region, providing wildlife habitat, clean water, and outdoor recreation opportunities to local communities and sacred landscapes to many tribes and Indigenous people.

The Advocacy Director will work to safeguard our region's public lands from harmful policies, to educate the community and decision-makers about the threats facing these iconic landscapes, to amplify and advocate for solutions to the environmental crisis, and to provide residents with the tools needed to make their voices heard.

Responsibilities

Working closely with the Conservation Director and other staff, the Director of Advocacy will use community organizing, coalition building, advocacy, education, and creative media to support ForestWatch objectives. Specific responsibilities of this position include:

1. Advocate for the protection of wild places along California's central coast.

- Lead in the development and implementation of strategic campaign plans for key ForestWatch initiatives.
- Build and maintain positive working relationships with elected officials and their staff, partner organizations, and other stakeholders.
- Lobby local, state, and federal elected representatives to position the organization as an influential and credible resource.
- Present compelling testimony at hearings in a way that resonates with decision-makers.
- Research, analyze, and track local, state, and federal policies, legislation, regulations, and other actions affecting America's public lands with an eye towards how they specifically impact our region.

2. Educate, organize, and inspire people to protect parks and forests throughout the region.

- Identify key decision-makers and launch targeted campaigns to advance the protection of public lands. Mobilize members, online supporters, and members of the public.
- Manage and grow our network of 29,000+ online advocates using our advocacy platform, keeping them engaged with regular communications and opportunities to make a difference.
- Draft and distribute news releases and build and maintain relationships with media contacts to secure local, regional, and national media coverage that is positively portrayed and communicated.
- Write concise and accurate fact sheets, opinion pieces, sample letters, and web posts. Dispatch communications via email and social media.
- Summarize technical information to improve general public accessibility.
- Work with staff to plan, host, and/or participate in public education events, panels, and workshops. Prepare advocacy information and displays for key festivals and community events throughout the year.
- Design and generate advocacy campaign materials including t-shirts, stickers, posters, and displays.

3. *Engage allies to build broad public support for protecting key wild places in the region.*

- Build and maintain relationships with diverse groups including environmentalists, social justice advocates, Indigenous people, landowners, local businesses, and forest users.
- Organize, lead, and maintain coalitions and networks to collaborate toward the advancement of objectives, and help to develop plans, resources, and tools.
- Work with allies to prepare and submit LTEs and op-eds; drive attendance to hearings, agency meetings, and rallies; and encourage and support ally-led events.

4. *Ensure that all aspects of our advocacy program continually reflect and embrace principles of diversity, equity, and inclusion.*

Qualifications

The ideal candidate will possess a strong background in policy advocacy and/or community organizing with a proven track record of successfully planning and executing environmental, social justice, or similar campaigns.

We're seeking someone who has a strong personal connection and commitment to land and wildlife protection, along with a desire to contribute meaningfully to a worthwhile cause. They will also be personally committed to making the conservation movement more diverse, equitable, and inclusive.

Applicants should be highly motivated, able to work independently and juggle multiple priorities, and have excellent communication skills. They should be able to condense complex and often technical issues into simple, compelling talking points and be skilled at delivering our position to decision-makers in a thoughtful and compelling way.

This position requires exceptional writing and research skills and meticulous attention to detail as well as public speaking, coalition building, and strategic thinking. The selected candidate must be highly organized, be able to plan and prioritize a busy workload, and carefully track and meet goals and deadlines.

A bachelor's degree in environmental studies, science, communications, public relations, political science, or related field is desired. Proficiency in Microsoft and Google suites, social media, cloud computing, social media, and email communication systems is a requirement of this position, with flexibility to learn emerging technologies and best practices. Bilingual abilities in Spanish and English are a plus.

A sense of responsibility for workplace, public, and personal health is important to us. Candidates should be fully vaccinated against COVID-19 and willing to adapt to pandemic protocols and safeguards when appropriate.

Location

We are headquartered in Santa Barbara, California, a mid-sized active coastal town with exciting opportunities to explore the outdoors, arts, restaurants, breweries, and wineries. Our team members maintain a hybrid work schedule with a combination of remote, in-office, and field work in the forest and surrounding communities.

This position requires travel throughout our area, occasional work on evenings and weekends, and infrequent trips to Washington DC. The position requires being based in Santa Barbara or Ventura counties with a current flexible “in office” requirement of at least two days per week.

Compensation

The base salary for this position is \$78,000 and may be adjusted commensurate with experience. ForestWatch offers an excellent benefits package including 100% employer-paid health insurance with top-tier coverage plus dental and vision benefits, a flexible office and remote hybrid schedule, a generous paid holiday and vacation package, and a 403(b) retirement savings plan. Employees also enjoy significant pro discounts from some of the world’s leading outdoor apparel and equipment companies, and an opportunity to make a meaningful difference in the future of our parks, open spaces, climate, and communities.

Application Procedure

To apply, send a cover letter describing your qualifications and your personal connection and commitment to land and wildlife conservation, along with your resume, contact information for three professional references, and written samples of your previous work advocating for a particular issue to jobs@LPFW.org. Applications will be reviewed on a rolling basis. No phone calls, please.