



Position: Advocacy & Campaigns Director  
Reports to: Vice President, Programs & Operations  
Location: Boulder, CO or Remote  
FLSA Status: Exempt

Your role:

The Advocacy & Campaigns Director is responsible for leading our advocacy efforts through the ideation, project management and execution of campaigns that advance the organization's priorities. You stay current on climate politics and policy and serve as the go-to for impactful campaign ideas and plans that we can execute across the organization at the federal and state level. You never stop imagining how POW could utilize all of its assets– from the Alliance to our volunteers– in campaign execution. You play an important role in advancing POW's priorities, while managing a small team of staff focused on stakeholder engagement.

In this position, you will be responsible for:

Campaign Development & Management

- Identify and design advocacy campaigns that advance POW's advocacy priorities and/or civic engagement strategies, developing clear campaign plans with innovative tactics.
- Ensure all of POW's community (including Alliance members, volunteers, general membership) have clear roles and responsibilities in campaign execution.
- Project manage campaigns and corresponding action plans for all teams across the organization, including Events, Communications, and Development to ensure execution.
- Support campaign communications by identifying critical content.
- Develop relationships and connect with partners to advance campaigns and actively participate in coalitions that advance the organization's objectives. Participate in coalition meetings relevant to campaigns, reporting back on critical decisions and updates and recommended courses of action.
- Draft and program advocacy campaigns for dissemination via POW's digital advocacy platform and traditional communications channels (website, email, and text). Ensure all departments have the correct information to attach calls to action to their work.

Policy & Lobbying

- Review the organization's advocacy priorities during strategic planning. Research, recommend, and draft updates to priority policies as needed.
- Responsible for briefs, talking points, and/or fact sheets on policy issues, lawmakers, or otherwise for internal use to educate staff and/or Alliance members. Create and execute presentations on policies for staff, Alliance members, and/or donors as needed.
- Identify and plan opportunities for POW to impact climate policy, including public comment, public hearings and testimony, business sign on letters, congressional briefings,

outings, and/or lawmaker meetings, etc. Responsible for all necessary materials. Attend relevant public policy meetings or hearings at the state and federal level.

- Develop and maintain relationships with policy partners in state capitols and in Washington DC with similar agendas in which partnership can advance POW's efforts. Attend coalition meetings in relevant geographies.
- With support from the Events Coordinator, plan and execute annual lobby days in Washington DC and in state capitols in key geographies.
- Manage and maintain relationships with elected officials at the federal and state level, providing quarterly check ins. Update lawmakers on POW's campaigns as needed.
- Manage contract support for federal (and potentially state) lobbying activities.

#### Leadership in Climate Advocacy

- Oversee development and execution of grassroots engagement strategy around advocacy, including Local Alliance Program and volunteer engagement strategy.
- Oversee tactical research on effective methodologies in voter education and policy engagement, as well as best practices in digital advocacy.
- Manage, coach, and mentor advocacy team members. Develop performance goals and metrics through department and individual work plans and conduct regular check ins and performance evaluations.
- Provide education on policy, advocacy, and campaign efforts at events and trainings.
- Maintain a pulse on both climate politics and policy, especially within POW's targeted geographies. Track related policy issues to ensure all campaigns are timed accordingly.
- Engage and manage external contractors relevant to advocacy and campaign work for platforms and/or data (ex. Phone2Action, BallotReady, Catalist) and maintain POW's CRM database to accurately reflect advocacy campaigns and relationships.

#### Skills, experience, and qualities that will help you be successful:

- 5+ years of direct campaign experience, a focus on environmental issues is preferred
- Managed or served as the leader on one or more advocacy, policy, or political campaigns
- Experience in both stakeholder/partner outreach and public speaking, and a track record of cultivating relationships with advocacy, policy, political, and grassroots leaders
- Experience working in advocacy at the federal and/or state level
- Managerial experience, with a track record of successful project management
- Exceptional ability to analyze information, formulate plans, and adopt plans and tactics as conditions change, conveying them in writing and through oral presentations
- Experience in grassroots organizing and innovative campaign tactics preferred
- Experience working with the outdoor community preferred
- Acute understanding of the current political landscape
- Relevant Bachelor's degree
- Excellent verbal and written communication skills
- Positive attitude and passion for the outdoors and climate action
- Comfortable in a fast-paced environment
- Willingness and able to travel domestically

Physical demands and work environment:

Must operate within the context of established objectives. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk, hear, and see. The employee frequently is required to sit, stand, walk, use hands and fingers to handle or feel, and reach with hands and arms.

Application:

Applications will be reviewed on a rolling basis.

To apply, please send your resume and cover letter to [work@protectourwinters.org](mailto:work@protectourwinters.org) with 'Director, Advocacy & Campaigns' in the subject line.

Salary commensurate with experience, with a pay range of \$80,000 - \$90,000. Additionally, Protect Our Winters offers competitive benefits including healthcare, dental, retirement, and sick, holiday, and paid time off as well as a family-friendly, flexible work environment.

If you meet more than 75% of the qualifications of this description, we support your application.

At POW, we are committed to providing an environment of mutual respect where equal employment opportunities are available to all applicants and teammates without regard to race, color, religion, sex, national origin, age, marital status, sexual orientation, gender identity, gender expression, military and veteran status, and any other characteristic protected by applicable law. POW believes that building diversity is a critical to the success of a global organization. We seek to recruit, develop, and retain the most talented people from a diverse candidate pool.