Job Announcement: Advocacy Manager

Posted: October 6, 2023

Overview

Come work at Gathering Waters! We are seeking an Advocacy Manager to strengthen our successful public policy work in support of land conservation in Wisconsin. You will work with the passionate and dedicated team at Gathering Waters and conservation partners across the state to educate elected officials and their constituents about the vital importance of public funding to support land conservation efforts.

The right person for this job cares deeply about protecting the places that make Wisconsin special, is an experienced storyteller, is an excellent communicator, and excels at managing meeting logistics.

Applications will be reviewed as they are submitted. Applications received before November 10, 2023 will be given priority.

We welcome candidates with diverse experiences and backgrounds. If you think you would be a good fit, please apply!

About Gathering Waters: Wisconsin’s Alliance for Land Trusts

Gathering Waters is a 501(c)3 non-profit organization with a home office in Madison, WI. We were founded in 1994 and have been advocating for public policies and public funding for land conservation for more than two decades. We help people protect the places that make Wisconsin special by representing more than 40 land trusts, which are non-profit organizations dedicated to land conservation. A cornerstone of our public policy work is advocating for Wisconsin’s Knowles-Nelson Stewardship Program, a state program that funds the purchase of conservation lands.

Gathering Waters provides a family-friendly, supportive, and flexible workplace. Expect to work hard and learn a lot while maintaining a meaningful work-life balance.

Gathering Waters is an Equal Opportunity Employer.
Position Summary

As the Advocacy Manager, you will connect land trusts and conservation advocates with decision makers. Through organizing, storytelling, content creation, and managing meetings and local events, you will educate decision makers about land trusts and advocate for the public policies and public funding that land trusts need to thrive. You will collaborate with, and report to, Gathering Waters’ Director of Strategic Initiatives.

Your work will involve:

- Managing a systematic, strategic outreach effort to connect conservation advocates and decision makers including visits to conserved lands and meetings in legislative offices.
- Implementing advocacy communications campaigns, telling stories that showcase land conservation, and creating content that motivates decision makers and advocates.
- Organizing a broad coalition of conservation partners, such as land and water conservation organizations; hunting and fishing advocates; silent sports groups; motorized recreation advocates; organizations focused on climate change; and more.

This position is full-time, exempt (40 hours per week). Gathering Waters is headquartered in Madison, but employees may be based anywhere in WI. Regular travel within Wisconsin is expected.

Primary Responsibilities

To be successful as our Advocacy Manager, you will excel at the following:

**Outreach**

- Coordinate planning and implementation of outreach campaigns:
  - Decision maker visits to land trust properties
  - Meetings in-district or at the Wisconsin State Capitol with elected officials
  - Letter writing campaigns
- Develop working relationships with land trust partners to ensure that development of advocacy priorities is in line with land trust needs.

**Communications**

- Tell the story of land conservation and the public policies we need in order for land trusts to thrive.
- Coordinate communications and meetings with Team Knowles Nelson, a grassroots network of thousands of individuals and a coalition of more than 50 organizations.
- Create digital and print materials related to advocacy, conservation successes, etc.
Other Responsibilities

Other responsibilities may include, but not be limited to:
- Potential to assist with conservation research, web development, and/or advocacy-related GIS efforts, depending on your skills and interest.
- Participate in regular Gathering Waters team meetings and board meetings.
- Coordinate advocacy efforts and constituent cultivation with our development team.
- Advocacy program budget tracking and reporting.

Qualifications

To be successful as our advocacy manager, you will demonstrate these skills:
- Terrific people skills. Ability to quickly build relationships with diverse stakeholders including land trust members, legislators and local government officials, media, grassroots supporters, etc.
- Engaging storytelling and communication abilities. Strong writing and editing skills across a variety of publications. Confidence with public speaking with diverse audiences.
- Superb attention to detail. Ability to manage complex logistics and balance the needs of internal and external stakeholders.
- Ability to be highly productive and engaged while working independently and to participate in collaborative work with grace and patience. We work in a hybrid environment that requires internal motivation and active coordination with the team.
- Ability to work with people across the political spectrum while staying focused on finding common ground.
- Expert knowledge of Microsoft Office and Google Workplace. Familiarity with WordPress, Adobe Creative Suite, and membership databases is a plus.

We’re looking for a person who has these traits:
- Passion for protecting Wisconsin’s land and water.
- Enthusiasm for public education and engagement.
- Commitment to building a bipartisan coalition in support of land conservation.
- Comfort engaging with diverse audiences in pursuit of a common goal (conservationists, environmentalists, hunters and anglers, silent sports enthusiasts, motorized recreationists, politicians, agency staff, donors, etc).
Qualifications (cont.)

We seek a candidate with the following experience:

• History of academic and professional success.
• 4+ years of experience with strategic communications, journalism, advocacy campaigns, community outreach, or equivalent.
• Storytelling focused on persuading or informing decision makers and interest groups across a variety of channels (digital, print, events, etc).
• Event planning, including logistics, programming, budgets, etc.
• Familiarity with state legislative and budgetary processes preferred, though not required. Experience with local government processes is a plus (county / village / town boards or city council).

The right candidate for our advocacy manager position will have many, though not necessarily all, of the above skills, traits, and experience. If you think you would be a great fit, please apply.

Compensation & Benefits

Salary range of $55,000 - $60,000 and a comprehensive benefits package including:

• Generous health insurance coverage, including 85% of premium costs for individuals, 75% for couples, and 60% for families
• Dental insurance
• Life and short- and long-term disability insurance
• 401k with up to a 6% match after six months of employment
• 24 days of paid time off plus eight holidays in the first year (PTO increases with experience to a maximum of 37 days per year)
• An emphasis on professional development

How to apply

Submit the following to info@gatheringwaters.org. Please combine all materials into one PDF. Reference “Advocacy Manager” in the subject line of your email. Questions may also be directed to the same address.

• Cover letter that speaks to how your experience relates to the qualifications, tasks, and responsibilities of the position.
• Resume
• Three professional and / or academic references will be requested of candidates who are chosen as finalists for the position.