



Job Title: Outdoor Advocate Network Director

Reports to: Chief Executive Officer

Location: Remote

Program Description: Outdoor Alliance is a highly-successful coalition of human-powered outdoor recreation advocacy groups, that has spent the last decade mobilizing high-level policy professionals and grassroots advocates to achieve significant policy wins. Now, Outdoor Alliance is building out a program to engage “grasstops” advocates—those who are between our high-level advocates and our grassroots digital advocates. These grasstops advocates have been key components of many successful advocacy campaigns and political organizations, and mobilizing grasstops outdoor advocates systematically will better enable Outdoor Alliance to pursue its mission to unite the voices of outdoor enthusiasts to protect the human-powered outdoor recreation experience and conserve America’s public lands.

This new program, the Outdoor Alliance Outdoor Advocate Network, will build a diverse, engaged, and empowered community of practice to advance conservation and recreation policy goals. The program, developed in coordination with Outdoor Alliance’s ten member groups, will recruit and train 10-15 grasstops leaders each year and train them on public lands policy and the art of advocacy. Each training unit will culminate in a trip to D.C. to advocate with federal policymakers. Outdoor Alliance will continue to work with and engage graduates of the program with additional training, community building activities, advocacy opportunities, and ongoing relationship-building with policymakers.

Position Description: The Outdoor Advocate Network Director will lead the execution of this exciting new program to unlock the untapped potential of the human-powered outdoor recreation community to protect the human-powered outdoor recreation experience and conserve America’s public lands.

The Outdoor Advocate Network Director will be charged with recruiting the first cohort and supporting the creation of a yearly leadership development program focused on public lands and recreation advocacy. Day to day, this position will be the primary point of contact for participants in the Outdoor Advocate Network. They will support the cohort’s development as leaders and advocates, empower members to lead, and facilitate relationships with key public lands policymakers primarily at the local and district level. This role will also develop post-graduation engagement strategies, in collaboration with Policy and Communications departments.

The ideal candidate will be enthusiastic about public lands and outdoor recreation advocacy, empowering a new generation of advocates, and building community among this group of leaders. If you understand the power of community and collaboration and your best days are when someone you’ve recruited has their moment in the sun, this position is for you.

Goal: Build a diverse, highly-trained, engaged, and empowered community of advocacy practitioners to drive forward Outdoor Alliance’s mission to unite the voices of outdoor enthusiasts to protect the human-powered outdoor recreation experience and conserve America’s public lands.

Responsibilities:

- Lead recruitment process for initial cohort of outdoor advocates, working closely with Outdoor Alliance’s ten member groups to identify leading candidates.
- Curate curriculum for Outdoor Advocate Network trainings. Outdoor Alliance has partnered with Congressional Management Foundation to provide foundational advocacy training and materials.

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These trainings are directed to industry leaders who are passionate but inexperienced advocates. The program Director will also work to develop outdoor recreation, public policy, DEI, and other relevant trainings in conjunction with our member organization and third parties. While direct curriculum development will not be a responsibility of the position, this role will ensure that the overall curriculum is balanced, comprehensive, and effective for program participants.

- Develop leadership and community-building activities that encourage Outdoor Advocate Network members to bond with each other, feel connected with Outdoor Alliance and our mission, and build community.
- Create structured follow-up and engagement opportunities for Outdoor Advocate Network members who have completed their initial trainings to ensure they remain connected with their cohort, with outdoor advocacy, and with Outdoor Alliance's policy work.
- Create process to measure impact of program for internal and external stakeholders.
- Serve as resource to members year-round, responding to questions, facilitating opportunities for engagement, and amplifying impact. Serve as connective tissue between Outdoor Advocate Network and Outdoor Alliance's advocacy campaigns to facilitate engagement opportunities for members - A primary responsibility of the Advocate Network Director will be acting as a 'connector' in and among this community. They will provide consistent and accessible opportunities for community engagement, continued professional development, and chance for participants and graduates to flex their advocacy muscles.
- Assist with planning and execution of yearly D.C. fly-in with new members
- Assist in fundraising by developing materials demonstrating the unique value and success of the Outdoor Advocate Network for new and current funders. Work with Development staff to create fundraising goals with aim of self-sustaining and growing program.
- Occasion travel for meetings, conferences, and other events

Required Attributes:

- 2-4 years of experience in advocacy and policy, and/or in advocacy training, mentoring, or other professional development programs.
- Fluency in local or national advocacy and/or conservation policy, and experienced in the operations of congressional offices.
- The ideal candidate is highly diplomatic, has a people-first mentality with strong interpersonal skills and communication skills, can work in a fast-paced environment with flexibility and grace, has a strategic mindset, and is comfortable in a leadership role.
- Experience and knowledge of community-building best practices would be an asset.
- Passion for outdoor adventure, conservation, and equitable access to the outdoors.

Salary: \$75,000 - \$88,000 depending on experience

Benefits: Benefits include medical, dental, and vision coverage monthly premiums compensated 100% by Outdoor Alliance, Short-Term Disability insurance, Long-Term Disability insurance, 401(k) plan with 3% employer matching, paid family leave, generous vacation time, monthly bonus days off for outdoor adventures, gear discounts, and the best colleagues you could ask for.

Other Details: Outdoor Alliance has a physical office in Washington, D.C., but most of our staff is fully remote and work in their own time zones (primarily EST and PST, meaning most of our meetings take place between 12-5 EST/9-2 PST). Should you want to be in an office setting, our D.C. office is available.

How to apply: Applications are due September 18, 2023. Please send a cover letter and resume, to employment@outdooralliance.org with "Outdoor Advocate Network Director – [Your Last Name]" in the

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subject line. Please attach all documents as a single pdf file and include your last name in the name of the document.

Outdoor Alliance believes in cultivating a culture of inclusion, curiosity, and connectedness. The collective sum of our individual differences, life experiences, self-expression, and innovation contribute to our achievements and how we collaborate, share our perspectives, and encourage others to do the same. As we work to build an inclusive outdoors, we strongly value candidates who bring a diversity of perspectives and experiences to the role. Outdoor Alliance is an equal-opportunity employer, candidates from all backgrounds are considered, and as an organization that values equity and inclusion, we highly encourage people of color, women, LGBTQ+ individuals, and veterans to apply.

About Outdoor Alliance: Outdoor Alliance works to engage the human-powered outdoor recreation community to drive policy outcomes that support conservation and sustainable and equitable recreation access. Outdoor Alliance is a coalition of human-powered outdoor recreation nonprofits, including Access Fund, American Canoe Association, American Whitewater, International Mountain Bicycling Association, Winter Wildlands Alliance, The Mountaineers, American Alpine Club, Colorado Mountain Club, the Mazamas, and Surfrider Foundation. We unite the voices of the outdoor community to conserve public lands and ensure those lands are managed in a way that embraces the human-powered experience. We work with the policy experts from our national member groups to track important issues, lead advocacy, and give the outdoor community meaningful opportunities to engage and make a difference. We believe that a unified outdoor recreation community makes a crucial contribution to protecting the outdoors. Visit <http://www.outdooralliance.org> to learn more.