Job Description: Sierra Forest Organizer
Reports to: Executive Director, Sierra Forest Legacy
Commitment: Full-time, exempt
Effective date: January 1, 2017

Summary: The Sierra Forest Coalition (“Coalition”) is seeking an organizer to help run and win local and statewide campaigns to support conservation and protection of wild places, watersheds and wildlife in the Sierra Nevada bioregion. We are a coalition of conservation groups and individuals working to improve the management of our national forests and to protect sensitive resources in the Sierra Nevada.

The Sierra Forest Organizer will work with Coalition members to develop and implement strategies and action plans focused on organizing targeted constituencies in support of the Coalition’s conservation agenda and increasing public awareness and favorable media coverage about key conservation issues. General responsibilities include: outreach to targeted constituencies; mobilizing and enlisting the Coalition’s existing supporters; expanding support by the general public; and ongoing media education.

Essential Duties and Responsibilities:
• Work with the Advisory Team, composed of leaders from the Coalition, to develop and implement campaigns and outreach plans
• Mobilize Coalition members and other activists in the Sierra Nevada region using various strategies and tools to support the Coalition’s conservation agenda
• Expand the regional network of constituencies promoting the Coalition’s conservation agenda to include land trusts, restoration organizations, college students and faculty, recreation businesses, local officials, sportsmen’s groups, and other environmental and scientific organizations
• Expand base of support for key conservation issues among targeted segments of the general public
• Work in coordination with Coalition members
• Develop, distribute, and present campaign materials such as talking points, factsheets, and multi-media presentations
• Stay current on legislative and administrative issues of priority interest to the Coalition

Other Duties and Responsibilities:
• Meet regularly with Executive Director, Advisory Team, and coalition members to develop and implement action plans
• Maintain expense records and submit timely invoices for reimbursement; track spending to keep within grant project budgets
• Submit regular progress reports to the Executive Director demonstrating achievement of campaign or work plan goals
• Perform all other related duties as assigned

Education and/or Experience: The successful applicant will have a Bachelor’s (B.A./B.S.) degree or equivalent in a related discipline, such as natural resource management, environmental studies, political science, or communications; four or more years of proven grassroots organizing success in political or issue campaigns within the same geographic area or with similar issues; experience meeting with decision makers and working with coalitions, activists, and volunteers. An equivalent combination of
education and experience may be accepted as a satisfactory substitute for the specific education and experience listed above.

**Knowledge, Skills and Abilities:**

- Ability to learn and effectively communicate scientifically and politically complex resource issues to the coalition’s constituents, the general public, and media
- Able to conduct information analyses to support outreach
- Strong interpersonal skills and ability to form effective working relationships with diverse partners
- Excellent writing skills and ability to convey effective messages to various audiences
- Ability to work independently and maintain strategic issue focus
- Good time-management, personal organization, and prioritization skills
- Familiarity with resource topics (e.g., resource issues, jargon, law and policy, public lands management, decision making structure)
- Functional competency with basic Microsoft software, including Word, Excel, PowerPoint, and Google products (Gmail, Drive, Calendar).

**Physical Demands:** This position requires sitting, talking and listening for 5+ hours per day; standing and walking for up to 3 hours per day, reaching with hands and arms and keyboarding for up to 3 hours per day; and periodic walking in forested environments up to 5 hours at a time. This position will average 5 hours per day spent at computer and occasional lifting up to 20 pounds.

**Work Environment:** This position is based in Sacramento or the central Sierra Nevada (Tuolumne to Plumas County). This position works from a home office with an option for a Sacramento-based office shared with another conservation organization. The position will require frequent travel within the Sierra Nevada and occasional travel throughout the state and to Washington, DC, including overnight stays. This position requires some evening and weekend work.