



# The Conservation Alliance

**Role Title:** Campaigns and Engagement Manager

**Hours:** Full-time, salaried

**Location:** Remote, anywhere in the United States

**Reports to:** Senior Director, Advocacy & Outreach

**Application Deadline:** 1/5/2025

## **Position Summary:**

The Campaign and Engagement Manager plays a critical role in advancing conservation efforts across North America by leveraging the influence of the business community. This individual will be responsible for implementing advocacy, business member engagement, and business recruitment efforts set by the Senior Director of Advocacy and Outreach and other senior leadership at The Conservation Alliance (TCA). The manager will oversee daily campaign and coalition activities across assigned priority campaigns, while also collaborating with TCA members, grantees, and coalition partners to amplify the impact of the business voice in advocacy. Additionally, this role involves partnering with the marketing and communications team at TCA to develop materials that engage, educate, and inspire the business community to actively participate in priority campaigns. The Campaign and Engagement Manager will also work closely with the Grant Program Director to identify and recruit potential grantees from diverse backgrounds and key geographies, and will support the Membership Director in attracting new business members to the organization.

## **RESPONSIBILITIES**

### **Advocacy 40%**

- Oversee and expand the Mobilizing for Monuments (M4M) coalition, refining strategy as needed to align with TCA's Conservation Strategy and lead involvement in specific national monument initiatives
- Oversee other priority and/or defensive campaigns as highlighted in TCA's Conservation Strategy. Day-to-day work includes:
  - Developing and executing in-depth campaign plans for each priority campaign in coordination with the Senior Director of Advocacy & Outreach and key advisors

- Facilitating ongoing, clear communications about priority campaigns, calls-to-action, and updates about TCA's Conservation Strategy with business members
- Curate and create educational resources and materials for member companies. These resources may focus on priority campaigns or corporate advocacy in general
- Support TCA's priority campaigns by guiding or collaborating with regional coalitions of business leaders, grantees, and other partners to achieve distinct and shared conservation goals
- Increase member companies' engagement in advocacy efforts and encourage them to participate in impactful activities across priority campaigns
- Develop expert-level understanding of key advocacy issues in TCA's Conservation Strategy to inform and advise business members
- Cultivate a thorough understanding of current business philanthropy trends across several industries, including but not limited to the outdoor industry, consumer packaged goods, and brewing
- Assist the VP of Public Affairs and the Senior Director of Advocacy & Outreach in organizing and participating in TCA's annual D.C. Fly-In
- Collaborate with the Director of Grants to engage current grantees and build a regional pipeline of grantees that support the Conservation Strategy
- Represent TCA at conservation and industry events, advocating for the organization's mission and goals
- Support the Senior Director of Advocacy & Outreach with developing systems to increase TCA's advocacy impact, including:
  - An advocacy ladder of engagement
  - An advocacy cohort program

### **Member Engagement and Recruitment- 30%**

- Conducts regular meetings with current and prospective member companies to gauge advocacy interests, level of desired involvement, and member company strengths/capabilities
- Develop opportunities to engage TCA business members across priority campaigns by aligning member interests and sustainability goals with impactful advocacy tactics across M4M and other assigned priority campaigns
- Support the organization's member engagement efforts by developing calls-to-action and educational opportunities that match the interests of member companies
- Lead planning and executing field events on priority landscapes 1-2x/year, and support planning, developing programming, and other required tasks for TCA's Summit
- Work with the Director of Membership at TCA to develop member recruitment strategies based on priority campaigns and the Conservation Strategy; work alongside TCA staff to meet membership recruitment and engagement goals

## **Communications - 20 %**

- Produce regular outgoing advocacy correspondence including, but not limited to: sign-on letters, administrative comments, op-eds or letters to the editor, social media, and more
- Partner with communications staff to develop communications and outreach tactics that educate and inspire TCA members to use the power of business voices to protect wild places across priority campaigns
- Develop talking points, fact sheets, policy backgrounders, social media posts, content toolkits, and other advocacy documents and assets as needed
- Coordinate with TCA's communications staff to generate public-facing communications such as blog and social media posting, mass emails, and calls-to-action
- Works with TCA Communications Director to create annual communications plans for priority campaigns
- Miscellaneous communications work such as assisting Grants Director with success stories and toolkits

## **Administrative - 10%**

- In coordination with TCA communications and operations staff, manage the Quorum advocacy platform and the organization's CRM
- As needed, provide support on grant reporting and other required documentation for TCA's fundraising efforts
- Provide general support for event management
- Support staff and board as needed

## **QUALIFICATIONS**

### **Required Experience and Personal Qualifications:**

- 3+ years work experience in public policy, grassroots advocacy, and/or environmental policy
- Ability to travel 4-8 times per year, perhaps more depending on location
- Personal alignment with and passion for The Conservation Alliance's mission and values
- Love of the outdoors
- Experience and passion for fostering conservation at the intersection of social and environmental justice
- Commitment to full participation in the organization's [JEDI](#) initiatives
- Self-starter and team player
- Excellent interpersonal skills

### **Location:**

- This position can be remote and based anywhere in the United States.

Candidates must be willing to travel several times a year.

### **How to Apply:**

- Please send a cover letter and resume to [jobs@conservationalliance.com](mailto:jobs@conservationalliance.com) with “Campaign and Engagement Manager” in the subject line. You will receive confirmation of your application within five business days. No phone calls, please.

### **WHAT TO EXPECT**

#### **When you join our team:**

- You can expect to work with a small team of passionate people that are creative, scrappy, and committed to having an impact and getting their work done.
- You will have great benefits and work-life balance.

#### **Compensation:**

- The Campaign and Engagement Manager will be compensated with a highly competitive base salary (\$65,000-\$80,000) depending on experience and skill set), and have access to a strong benefits package, including:
- A 401k plan with a 5% employer match
- Employer sponsored health insurance plan (medical, dental, vision) where employer covers 80% of premiums
- \$75/month cell phone/internet reimbursement
- Generous PTO and org holiday schedule
- Access to outdoor industry pro deals

#### **Eligibility:**

- The Conservation Alliance is an equal opportunity employer. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status or current employment status. We value diverse experiences and educational backgrounds.
- Many different research studies have concluded that women and people of color are less likely to apply for jobs unless they believe they check off every qualification described in a job description. At Conservation Alliance, we believe that the best candidate for the job may come from a less traditional background. If you are interested in applying, we encourage you to think broadly about your background and qualifications for the role.

## **Our Commitment to Justice, Equity, Diversity and Inclusion**

In order to achieve our vision, we must actively work to create systems of inclusion within ourselves as individuals, within our organizational culture, processes, and programs, and through our role in a greater conservation and environmental movement. This work takes time and consistent, life-long commitment. As a coalition of business leaders and conservationists, we feel an acute urgency to demonstrate our sincerity through our actions. Yet, we understand that meaningful and lasting change begins with gaining clarity and alignment on our intended outcomes and how to get there. We strive for a blend of humility, patience, and determination as we work to transform ourselves, shift our culture, build upon our 32-year organizational history, and connect with networks and communities who have not been part of our alliance in the past. We know that our vision and path forward will evolve, and we commit to being transparent in both our mistakes and successes. We welcome the guidance and feedback of our members, grantees, supporters, and those we have yet to meet. We'll have made meaningful progress when we share ownership of our mission with our partners and communities, broaden access to decision-making power over funding and project priorities, and when we expand and diversify access to our financial resources and political clout. This will require an ongoing practice of evaluating and letting go of existing beliefs, processes, and control, and reimagining what conservation and being a conservationist truly mean.

## **About The Conservation Alliance:**

The Conservation Alliance (TCA) is an organization of over 260 like-minded businesses whose collective contributions support grassroots organizations and their efforts to protect wild places and outdoor spaces for community benefits, climate stability, biodiversity, cultural heritage and outdoor recreation. TCA funds have played a key role in protecting rivers, trails, wildlands, and climbing areas throughout North America. Membership in TCA is open to all companies who share our mission and values. Since 1989, we have contributed more than \$30 million in grants to conservation organizations whose collective efforts have helped protect 81 million acres of land and 3,580 miles of rivers; stop or remove 37 dams; acquire 21 climbing areas; and designate five marine reserves. For complete information about The Conservation Alliance, visit [www.conservationalliance.com](http://www.conservationalliance.com).