



The Conservation Alliance

Outdoor Business Giving Back to the Outdoors

Date: January 31, 2014

Title: Program Manager

Hours: Full-time, salaried

Reports to: Executive Director

Location: Bend, Oregon

Responsibilities: The Program Manager works closely with the Executive Director to 1) Manage The Conservation Alliance's funding program; 2) Lead efforts to engage and educate the membership on conservation issues and policy; 3) Implement outreach strategy including communications and events; and 4) Support the organization's advocacy efforts.

Specific Duties: The Program Manager works closely with the Executive Director in these areas:

Grantmaking

- Develop and maintain relationships with grantees to best understand their campaigns and how they fit with Conservation Alliance funding criteria
- Manage administrative duties related to grant program
- Manage grantee reporting requirements
- Manage voting process for grant cycles
- Integrate grantee news into communications strategy
- Review proposals and work with Executive Director to better understand issues and groups

Engagement & Education

- Develop and manage a strategic advocacy plan to facilitate member participation in advocacy efforts
- Facilitate member company participation in advocacy efforts in support of grantee conservation initiatives
- Support planning and implementation of annual board trip to Washington, DC
- Represent staff on BOD Advocacy Committee

Communications & Outreach

- Work with staff to communicate the work of The Conservation Alliance to member companies, the general outdoor industry, and the media
- Manage editing and production of website, monthly eNewsletters, and Annual Report
- Manage and implement overall outreach and marketing strategy
- Work with staff to implement social media strategy
- Support Conservation Alliance events at twice yearly outdoor industry trade show
- Represent staff on BOD Outreach Committee

Administrative & General

- Represent the Conservation Alliance at conferences and meetings with outdoor industry leaders, grantees, foundations, and government policy makers
- Update website
- Manage voting process for board elections
- Conduct survey of members & grantees when needed

Qualifications:

- A Bachelor's or higher degree
- 3-5 years experience working for a conservation nonprofit
- Knowledge of conservation issues, conservation advocacy, and public land management policy
- Experience working with or knowledge of the outdoor industry preferred
- Outstanding written and verbal communication skills
- Excellent interpersonal skills
- An ability to work effectively and efficiently without a high level of supervision
- Ability to accurately complete detail-oriented tasks when necessary
- Ability to organize and effectively handle multiple projects, meet regular deadlines with consistency and accuracy, work independently while within a very small team structure, and work under pressure with ease and humor
- Ability to travel on an on-going basis and attend both weekday and weekend meetings and conferences, as needed
- Extensive experience with email and the Internet, and familiarity with PC computer programs, including Word, Excel and Access. Basic graphic design desirable.

About The Conservation Alliance

The Conservation Alliance is an organization of outdoor businesses whose collective contributions support grassroots environmental organizations and their efforts to protect wild places where outdoor enthusiasts recreate. Alliance funds have played a key role in protecting rivers, trails, wildlands and climbing areas. Membership in the Alliance is open to companies representing all aspects of the outdoor industry, including manufacturers, retailers, publishers, mills and sales representatives. The result is a diverse group of businesses whose livelihood depends on protecting our natural environment. Since its inception in 1989, the Alliance has contributed nearly \$13 million to grassroots environmental groups. We are a small organization an active board comprised of outdoor industry leaders.

How To Apply:

Send a cover letter, resume, and three references to: mary@theforestgroup.com

Please include "Conservation Alliance Program Manager" in the subject line of your email.

Application Deadline February 21, 2014

More information about The Conservation Alliance can be found at www.conservationalliance.com