



## **Cascadia Wildlands Seeks a Grassroots and Digital Organizer**

Based in Eugene, Oregon

Full time — \$41,000-\$44,000/year

Generous health, vision, dental, retirement, vacation and sabbatical benefits

Application deadline: Priority review begins July 6, 2021 (although candidates are encouraged to apply ASAP). Open until filled. Desired start date Sept 7, 2021

### **ABOUT CASCADIA WILDLANDS**

Cascadia Wildlands is a 23-year-old, non-profit conservation organization working to defend and restore Cascadia's wild ecosystems in the forests, in the courts, and in the streets. We envision vast old-growth forests, a stable climate, rivers full of wild salmon, wolves howling in the backcountry, and vibrant communities sustained by the unique landscapes of the Cascadia bioregion.

We vociferously oppose the discrimination of any persons based on their background, place of origin, ethnicity, race, gender, ability, sexual orientation, religion, and belief or non-belief systems. We believe that Cascadia, and nature as a whole, is for everyone. In pursuit of our mission, we work with a broad range of individuals and organizations. This is our shared strength. We recognize that confronting social injustice is essential to achieving our mission, as well as being a moral imperative in its own right. As a community-based organization, Cascadia Wildlands places significant emphasis on the well-being of our employees, our relationships with the community, and our role in the greater environmental movement.

### **GRASSROOTS & DIGITAL ORGANIZER POSITION**

The Grassroots Organizer works to advance Cascadia Wildlands' conservation campaigns, mission and vision through community outreach, education, and mobilization. The successful candidate will utilize a wide range of grassroots and digital organizing strategies and tactics to educate, engage and activate our constituency, including presentations and tabling opportunities, public hikes, rallies and demonstrations, social media activation, volunteer coordination, timber sale field checking trips, coalition building and other movement-building techniques. The Grassroots and Digital Organizer acts as the public face of the organization in many diverse settings, both in person and online. The Organizer will focus on our forest defense work, and will engage on our climate resilience efforts as well.

A central tenet of the position is liaising with, growing and empowering WildCAT (Cascadia Action Team), the action-oriented volunteer group that helps us achieve our conservation goals. The Grassroots Organizer coordinates monthly meetings and oversees WildCAT working



groups, or “spokes,” supporting volunteers in advocacy writing, field surveying, and outreach to take action on key campaigns, primarily focused on forest defense.

The Grassroots Organizer reports to the Conservation Director, works in a team setting with other staff on conservation campaigns, and is expected to take the leadership role in developing and implementing all phases of Cascadia Wildlands’ grassroots outreach and organizing online and in person.

### **OUTREACH AND ORGANIZING (75%)**

- Participate in key forest and river defense, imperiled species recovery, and fossil fuel resistance coalition organizing efforts, including hosting rallies, demonstrations and actions targeting key decisionmakers
- Oversee WildCAT and its various organizing spokes (writing, outreach, field checking and action) and cultivate new leaders in the WildCAT group
- Develop and expand partnerships with diverse stakeholders and conservation allies, helping break down the inequitable balance of power and amplifying the voices of those under-represented and disempowered by environmental injustice
- Work with volunteers and staff to fieldcheck timber sales, compiling data to assist with technical comments, and generating community awareness and grassroots opposition to destructive public lands sales:
  - Document age and status of forest stands
  - Look for imperiled wildlife species and their sign
  - Take compelling photos for use in outreach and education
  - Check accuracy of federal and state documents describing timber sales
- Host Cascadia Wildlands’ annual “Basecamp” field checking and skill-share weekend event
- Maintain a compelling and updated tabling display, in coordination with Design and Events Director
- Organize, staff, and publicize outreach events, including the Public Interest Environmental Law Conference, Oregon Country Fair, Northwest String Summit, Whiteaker Block Party, and various other community organizing events (once in-person events resume)
- Host educational events and participate in community presentations, forums, webinars, and conferences about our campaigns in order to recruit, educate, empower and activate community members to take action
- Organize and lead public hikes to priority campaign areas
- Build Cascadia Wildlands’ supporter list, interfacing with Salsa CRM database



### **COMMUNICATIONS AND MEDIA ENGAGEMENT: 20%**

- Lead and grow Cascadia Wildlands' social media engagement: regularly post compelling content on Facebook, Instagram and Twitter
- Write articles for monthly electronic newsletter, biannual print newsletter, and website
- Establish and deepen relationships with key reporters
- Write and contribute to organizational and coalition press releases, distribute releases and follow up with reporters
- Author action alerts

### **DEVELOPMENT (5%)**

- Promote and build membership with volunteers, the general public and business community
- Assist Conservation Director and Executive Director with relevant sections of grant proposals and reports
- Participate in all Cascadia Wildlands fundraisers, including our annual Wonderland Auction in December

### **QUALIFICATIONS**

The Grassroots Organizer must have excellent organizational and interpersonal skills as well as an ability to prioritize tasks in a dynamic, campaign-heavy setting.

*Candidates must have:*

- A passion for wild places, wildlife, and grassroots movements for change
- A commitment to building a more diverse, equitable and inclusive environment in the office and in the larger conservation community
- Professional etiquette and a high standard of accountability
- An ability and desire to form meaningful relationships with diverse constituencies
- Commitment to building a movement through cultivating volunteers, creating personal connections with community members, and supporting fellow staff members in their work
- A commitment to minimizing our organization's environmental footprint
- An ability to have fun and a sense of humor
- Be fully vaccinated or willing to become so before the position start date

*Experience*

- Experience engaging and organizing the public in conservation campaigns and building successful relationships with diverse stakeholders
- Experience using modern office and communication systems, including fluency in social media engagement
- Experience planning, coordinating, and executing outreach events



### *Education*

- Undergraduate degree preferred, although a passion for grassroots organizing to affect change is more relevant; advanced degree in a relevant field beneficial but unnecessary
- Understanding of Pacific Northwest ecology and environmental threats and opportunities

### *Abilities*

- Strong interpersonal and communication skills, written and verbal
- Strong grasp of intersectional organizing principles and comfort working with diverse volunteers and allies as well as strong group facilitation skills
- Confidence leading public hikes and field checking in remote, forested areas
- Strong analytical, negotiation, and problem-solving skills
- Excellent judgment and confidence to make decisions
- Strong time and task-management skills
- Highly motivated and independent, yet team-oriented
- Enthusiasm for asking for volunteer help, donations and sponsorships
- A willingness and enthusiasm to learn
- A valid driver's license and reliable vehicle transportation
- Computer and other standard office equipment skills sufficient to prepare flyers and other communications, update Salsa CRM database records, email, and website posting
- Ability to work some weekends and evenings
- Wilderness first aid skills preferred (or willingness to learn early in role)

### **SALARY, BENEFITS, WORKPLACE**

\$41,000-\$44,000. Health, vision, dental, and retirement benefits are available after the first month of employment. Paid sabbatical is available after five years with the organization. Generous paid vacation time. Cascadia offers a flexible schedule to our staff: we can accommodate nontraditional or flexible work arrangements, upon agreement. Cascadia Wildlands maintains a physical office in Eugene. We expect to be physically back in the office by September, though staff need not work from the office full time. Our staff is fully vaccinated.

### **HOW TO APPLY**

We are currently accepting applications. Priority review will begin July 6th. Applicants are encouraged to apply as soon as possible. The position is open until filled. Due to capacity, only those applicants invited to interview will be contacted. We anticipate a September 7th start date.

Email a cover letter, resume with three professional references, and relevant writing sample (not longer than 10 pages) as a single PDF to [apply@cascwild.org](mailto:apply@cascwild.org). No phone calls or additional emails please. Thank you for your time and interest!



*Cascadia Wildlands is committed to cultivating a diverse, empowered, and respectful community in the workplace and beyond. We do not discriminate against individuals on the basis of race, color, sex, sexual orientation, gender identity, religion, disability, age, parental status, marital status, veteran status, ancestry, or national or ethnic origin. People of all ethnicities and gender identities and sexual orientations are welcome and encouraged to apply. We are an equal opportunity employer.*