



## Statewide Advocacy Senior Coordinator

Position Announcement - 3/24/21

**Compensation:** \$24.90 - \$27.00 per hour, depending on experience, plus benefits

**Priority Application Date:** April 12, 2021

---

### The Organization

Washington is home to extraordinary hiking destinations, including desert dunes, wild beaches, tranquil mountain tops and raging rivers. Washington is also home to a community of people who are passionate about exploring and protecting these places. This constituency—our members and supporters—is key to the future of trails in Washington.

Washington Trails Association (WTA) is the nation's largest state-based hiking and trail maintenance organization, with 15,000-member households, an online community of more than 100,000, and strong public and private partnerships. Powered by hikers for more than 50 years, WTA works to ensure Washington's trails stand the test of time, connecting people to the outdoors—from everyday adventures to backcountry explorations. We engage our community as public lands advocates, as trail stewards, and as on-the-ground experts sharing knowledge with fellow hikers. WTA's strength is in its community and future success depends on fostering an inclusive organization and hiking community, where everyone feels welcome and represented.

### Position summary

WTA seeks a Statewide Advocacy Senior Coordinator to support WTA's advocacy function and advance WTA's mission to mobilize hikers and everyone who loves the outdoors to explore, steward and champion trails and public lands. The Statewide Advocacy Senior Coordinator's primary responsibility is to plan, develop and implement advocacy projects across WTA's functional teams and external stakeholders, with a focus on engaging key stakeholders in support of local government agency projects and mutually identified priorities. This position will also coordinate coalition building and grassroots engagement campaigns for priority advocacy issues across Washington state, and manage WTA's Trail Action Network, signature Hiker Rally legislative day and other advocacy events.

The Statewide Advocacy Senior Coordinator is a full time, non-exempt position based in WTA's downtown Seattle headquarters that reports to the Advocacy Director and works closely with the Policy and Planning Manager. Currently due to the COVID-19 pandemic, WTA staff have the option to work from home.

### Primary Responsibilities & Qualifications

#### Cross-Functional Advocacy Projects (45%)

- Build and maintain relationships with key stakeholders and groups including local, state, regional and national outdoor recreation and conservation organizations to advance joint priorities.
- Manage and assess progress of advocacy policy and planning projects across multiple WTA program teams, with an emphasis on local issues.
- Create and coordinate coalition building efforts across the state to generate interest and support for prioritized projects' goals and objectives.



## Statewide Advocacy Senior Coordinator

Position Announcement - 3/24/21

- Organize state and regional coalition meetings, including scheduling, agenda setting, facilitation and materials development.
- Analyze and monitor relevant legislation, policy and planning initiatives across the state, report on relevant initiatives to program teams, and prepare WTA's response, where appropriate.
- Attend and represent WTA at various public, coalition and committee meetings.

### **Grassroots Engagement & Communications (45%)**

- Manage WTA's Trail Action Network advocate engagement system.
- Develop and implement strategies to engage new and existing grassroots advocates.
- Develop and implement engagement campaigns on advocacy issues, policies and positions through action alerts, blogs, magazine articles, presentations, managing key webpages, advocacy trainings and advocacy capacity-building activities.
- Help lead and execute advocacy events, including WTA's signature Hiker Rally legislative day.
- Develop a wide range of materials in support of WTA's advocacy function, including talking points, legislative summaries, factsheets, testimony, web content, comment letters, reports, letters, blogs and articles.

### **General (10%)**

- Assist with other WTA events as needed (includes occasional nights and weekends).
- Attend and participate in WTA trainings, retreats and other program events.
- Other duties as assigned.

### **Job Skills and Experience: Required**

- Demonstrated commitment to WTA's mission and values on diversity, equity and inclusion
- Ability to work independently in a fast-paced environment and as a member of a dynamic team with experience in a fast-paced, deadline-oriented organization
- Demonstrated experience in working in legislative, policy, and planning processes.
- Proven record of accomplishment developing and implementing campaigns and projects for issue advocacy, including: grassroots organizing and coalition building; event planning; and communications.
- Demonstrated ability to write persuasive advocacy pieces for the lay audience.
- Ability to work with a wide range of stakeholders—from elected officials to program partners to fellow team members—to advance advocacy issues and priorities.
- Manage through change and have the ability to pivot quickly.
- Strong strategic thinker with the ability to map daily responsibilities to the organization's mission and goals.
- Broad organizational skills including attention to detail, and ability to set priorities and meet deadlines in an ever-changing environment.
- Ability to accept and integrate feedback graciously, and give effective feedback to team members

### **Job Skills and Experience: Preferred**

- Cultural competency experience and demonstrated ability to work with people of diverse races, ages, genders, abilities and economic backgrounds
- Experience working with the Salesforce CRM database
- Strong computer skills and proficiency with Microsoft Office
- Working knowledge of online engagement tools, preferably with systems such as Campaign Monitor and Phone2Action.



## Statewide Advocacy Senior Coordinator

Position Announcement - 3/24/21

### Schedule

The Statewide Advocacy Senior Coordinator is a full time, non-exempt position based in WTA's downtown Seattle headquarters. Currently due to the COVID-19 pandemic, WTA staff have the option to work from home. Some evening and weekend work is required, as well as in and out of state travel.

### Compensation

Compensation starts at \$24.90 - \$27.00 per hour. Benefits include medical, dental, vision, retirement, long-term disability insurance; transit pass; and holiday, vacation and sick leave.

### Diversity, Equity & Inclusion

WTA is committed to advancing equity through our work and to becoming a more inclusive organization. People of color and others with underrepresented identities (including but not limited to: gender identity, class, socioeconomic status, sexual orientation, age, ability, and background) are strongly encouraged to apply.

*Washington Trails Association is an Equal Opportunity Employer and does not discriminate on the basis of age, ancestry, color, creed, gender identity, marital status, military status, national origin, parental status, political ideology, race, religion, sex, sexual orientation, the presence of any sensory, mental or physical disability, or any other characteristic protected by law.*

---

**To apply:** submit a resume and a brief cover letter describing professional and personal experience relevant to the position to [jobs@wta.org](mailto:jobs@wta.org). Include "Statewide Advocacy Sr. Coordinator" in the subject line. This position is open until filled, with priority given to applications received by April 12, 2021. If you have any questions, please contact [jobs@wta.org](mailto:jobs@wta.org).