



## **Job posting: Grassroots Field Organizer**

Location: Frederick County, Maryland

Potomac Conservancy (PC) seeks a Grassroots Field Organizer to manage advocacy campaign responsibilities and civic engagement opportunities that advance PC's local policy agenda in Frederick County, Maryland. This position is tentatively limited to a three-year term with potential for renewal and expansion. Potomac Conservancy is an equal-opportunity employer.

### **Potomac Conservancy**

Potomac Conservancy is the region's leading clean water advocate, fighting to ensure the Potomac River boasts clean drinking water, healthy lands, and connected communities. We combine the grassroots power of over 10,000 members and online activists with local land conservation and policy initiatives to strengthen the Voice of the Nation's River. We believe the foundation of healthy, sustainable, and connected communities starts with clean water. PC protects and restores Potomac landscapes by enhancing and protecting its treasured network of rivers, forests, and natural areas.

Established in 1993, Potomac Conservancy has a staff of ten working in offices in Silver Spring, MD and Winchester, VA. Potomac Conservancy has an annual budget of approximately \$1.6 million.

### **Context of the Position**

Potomac Conservancy advocates for river-friendly policies at the local and state levels that shape tomorrow's growth and provide a legacy of clean water. Building a powerful grassroots movement can motivate elected officials to legislate in the best interest of our communities and our natural environment. Potomac Conservancy needs you-- a passionate, creative, self-starter-- to dive into managing fun, inspiring and informative outreach efforts that will motivate people to act.

In order to build a greater clean water movement and nourish a paradigm shift in communities' relationship to and dialogue around water quality, PC seeks a tenacious local organizer to expose and grow the local conservation ethic in the heart of Frederick County's community fabric.

This position will lead the advocacy strategy and outreach efforts for one of Potomac Conservancy's top-priority policy campaigns. The Grassroots Field Organizer is charged with building an empowered base of river advocates and clean water champions to engage more people in taking action for cleaner waterways and healthier communities. With the assistance of the Policy Manager and Community Conservation Director, the Grassroots Field Organizer will be responsible for the strategic coordination and activation of impassioned advocates to achieve and support PC's organizing and policy goals.

### **Essential functions**

The Grassroots Field Organizer is responsible for:

- Cultivating relationships with local conservation groups, community leaders, and nontraditional partners with shared interests (i.e. faith organizations, service groups, hunters/anglers, small business owners, et al);
- Identifying and mobilizing a subset of highly engaged advocacy volunteers and equipping them with the necessary tools to help build the grassroots movement, advance PC's program goals, and speak on behalf of PC where appropriate;

- Motivating and empowering a diverse group of constituents to take an action on their properties or within their communities;
- Working with the Policy Manager to identify key community leaders to influence local decision-makers in favor of sound conservation and waterway-conscious land use policies;
- Tracking and managing a database of advocacy actions-taken and volunteers-recruited in the county.
- Developing regular advocacy communications pieces that sustain engagement with our base of advocates in the county;
- Hosting a series of informational workshops to educate diverse constituencies about threats to water quality and healthy communities and drawing connections between stream health and the group's common interest;
- Conducting interviews and walk-and-talks in neighborhoods to listen and learn about different communities throughout the county and their unique needs related to environmental health;
- Reporting to Policy Manager to synchronize outreach activities with policy goals and ensure advocacy outreach is strategically advancing and influencing PC's local policy agenda.

**Professional Experience & Qualifications:**

- Strong public speaking and outreach/organizing skills required;
- Superior writing abilities with understanding of advocacy messaging tactics;
- Ability to work independently and creatively;
- Strong organizational and time management skills;
- Excellent strategy development skills;
- Comfortable with and sensitive to working with a diversity of communities and demographics;
- Ability to track results using MS Excel and MS Access;
- Knowledge of ecology, water quality, and pollution challenges is preferred;
- Knowledge of GIS software is preferred but not required;
- Resides, or has the ability to reside, within a half hour's commute of Frederick County, MD. Local residency preferred;
- Ability to work at least one weekend per month with opportunity for flexed hours.

The successful candidate must possess a Bachelor's degree in environmental studies, political science, communications or a closely related field of study. Minimum of two years of required experience may include a variety of communications and public messaging, grassroots organizing, volunteer leadership and training, coalition building, and demonstrated insights and skills. This is a full-time position with competitive benefits and annual leave. Compensation is commensurate with experience.

**How to apply:**

Please prepare a 1-2 page cover letter describing what makes you uniquely qualified for this position. Cover letters and resumes are must be mailed or emailed to Potomac Conservancy's Policy Manager by May 25th.

*Potomac Conservancy*  
*Grassroots Field Organizer- Posting*  
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