FELLOWSHIP DESCRIPTION

This information will be made available to all fellowship applicants. Please type or paste responses directly into boxes below. Boxes will expand to fit.

Organization Name: Conservation Colorado

Location (City/State): Denver, CO

X Yearlong Fellowship (June 2015-May 2016)  ☐ Summer Fellowship (June-August 2015)

ABOUT THE FELLOWSHIP

Title of PIFP Fellow: Communications & Organizing Fellow

Primary Responsibilities of PIFP Fellow:

Communications:
- Organize and craft press releases and other media materials
- Develop and execute social media campaigns
- Help with database management and data entry
- Help with Web-based advocacy for any priority campaigns

Organizing:
- Engage citizens on Colorado conservation issues through presentations, meetings, and other public events
- Connect local communities to conservation campaigns through outreach and education to citizens and local businesses
- Assist organizers with petition drives, phone banks, press events, turnout for hearings and events, supervising and training volunteers, canvassing, and other campaign activities as needed.

How Fellow Will Contribute to Capacity-Building/Systemic Change:

Grassroots organizing and communication are among Conservation Colorado’s core tenets and primary strategies for achieving pro-environment legislation. Organizers are on the front lines of education, awareness, and growing our membership, which is an important way to show decision-makers that Colorado cares about the
environment. Communication dovetails with organizing to achieve our goals; through a wide variety of media, it allows us to connect with and mobilize both our supporters and media organizations, and in doing so we can translate our influence into substantive environmental policy. By contributing to these foundational aspects of our organization, the PIFP fellow can concretely shape both Conservation Colorado’s influence and the status of Colorado’s environment in the legislature.

Training & Networking Opportunities for Fellow:

The position provides the opportunity to work directly with Conservation Colorado members and environmental partner organizations, conduct media outreach and build support for Conservation Colorado’s campaigns as well as helping with day-to-day communications and field work. The fellowship offers an excellent opportunity to learn about Colorado conservation issues, gain traditional and social media experience, conduct grassroots activism and community organizing, and participate in winning campaigns to promote environmental issues and quality of life in Colorado. Fellows will receive extensive training and mentoring with experts in the field, the opportunity to play a role in exciting, ground-breaking policy campaigns, invaluable contacts within the conservation community, and a fun, invaluable experience with the largest state-based conservation organization in Colorado.

Conservation Colorado’s offices are located in the Alliance Center, which is a multi-tenant non-profit center and provides great opportunities to network in the non-profit community through building-wide events and social occasions. Because of this, this position is ideal for someone who wants to work in the non-profit community.

Supervision of PIFP Fellow:

The position will be primarily supervised by our Communications Director, who has 20 years of experience, and by our Organizing & Political Director, who has 5 years of organizing and campaign management experience. The fellow will have weekly check-ins with his/her supervisor, as well as twice-yearly evaluations.

Qualifications Sought in Fellow:

Required:
The ideal candidate for this position has a strong interest in protecting Colorado’s environment and quality of life, is outgoing and enthusiastic about working with people, and has a true desire to learn more about strategic communications, grassroots organizing and campaign planning.

Preferred:
Specific background requirements include:
- Attention to detail
- Hard worker who thrives in a dynamic, fast-paced office environment
- Superior communication skills, both on the phone and in person
- Demonstrable skills in persuasive writing
• Ability to multi-task and manage short- and long-term deadlines

**Beneficial:**
• Familiarity with social media is a plus
• Working knowledge of Google Apps, Microsoft Office and design programs are a plus

### Skills/Experience Sought in Fellow:

- Activism  
- Advocacy  
- Campaigning  
- Children’s issues  
- Civil rights/social justice  
- Coalition work  
- Community/political organizing  
- Criminal justice  
- Customer service  
- Data analysis  
- Disabilities issues  
- Diversity issues  
- Domestic violence issues  
- Economics  
- Editing  
- Education  
- Environmental issues  
- Event Planning  
- Film  
- Finance/business  
- Fundraising/development  
- Government  
- Healthcare/health sciences  
- Human services  
- Journalism/publications (print/online)  
- Law  
- Legislative process  
- LGBTQ issues  
- Lobbying  
- Marketing/sales  
- Performing/fine arts  
- Policy:  
  - Education  
  - Environmental  
  - Fiscal  
  - Environmental  
  - Legislative  
  - Other:  
- Technology Skills Required:  
  - Excel  
  - Graphic design  
  - Power Point  
  - Database management  
  - Publisher  
  - Constant Contact  
  - Other:  
  - Social media  
  - Video/film production  
  - Website design  

### Certifications Required:
- WFA  
- WFR  
- First Aid  
- CPR  
- Other:  

### Language Skills Required:  
- Spanish  
- Other:  

---

### About the Organization

**Organization’s Website:** Conservationco.org

**Organization’s Mission and Goals (primary activities & projects):**
To protect Colorado’s environment and quality of life by mobilizing people and electing conservation-minded policymakers. Our historical and current projects include:

- Ensuring that more than three million acres of wilderness will stay forever wild
- Setting a statewide renewable energy standard, then increasing it to 30% and making it one of the strongest in the nation.
- Working to minimize impacts from oil and gas drilling by updating public health, drinking water and wildlife protections in 2008 and continuing to push for further reforms.
- Passing more than 130 different conservation bills at the state legislature in the past six years on a host of environmental issues ranging from water efficiency to air quality to energy efficiency to transit.
- Electing pro-conservation candidates and holding our elected officials accountable in the State Legislature, Governor’s Office, and local Councils and Commissions.

**Number of Staff:** 16 in Denver, 2 in Grand Junction, 1 in Durango, and 2 in Craig

**Organization’s Non-Discrimination Policy Statement:**

The Corporation shall expressly prohibit any and all discrimination on the basis of race, color, religion, creed, sex, national origin, ancestry, age, disability, sexual orientation, gender expression, veteran status, atypical cellular or blood traits, or any other status or characteristic protected by state, federal or local law, with regard to employment, membership, representation or participation in any project or operation or other activity conducted under its auspices, on or away from its premises, at any time.

**Is there anything else a fellow should know about the organization?**

Conservation Colorado was forged from the history and accomplishments of the Colorado Environmental Coalition and Colorado Conservation Voters. The two were merged in early 2013.