



RESOURCES LEGACY FUND  
CREATIVE SOLUTIONS. LASTING RESULTS.

**Senior Communications Advisor  
Center for Western Priorities and Heritage Outdoors Project**

The Center for Western Priorities (CWP) is a nonpartisan engagement center that serves as a source of accurate information, promotes responsible policies and practices, and ensures accountability at all levels to protect land, water, and communities in the American West. CWP advances responsible conservation and energy practices in the American West by encouraging open, public debate, leveraging innovative strategies from national marketing initiatives, online grassroots social campaigns, and effective paid and earned media campaigns. CWP is a project of Resources Legacy Fund (RLF). Since its founding in 2000, RLF has embodied an innovation in conservation philanthropy as a donor-driven enterprise focused on lasting results.

CWP will partner in this position with the Heritage Outdoors Project (HOP), also a project of RLF. The central goal of Heritage Outdoors is to preserve and protect the lands and waters of our country for future generations. The Project focuses on engaging and educating the public and decision makers, in the service of balanced management of our public landscapes that represent such a critical part of our American heritage.

The CWP-DC communications role is responsible for direct reporter outreach focused on Washington, DC media in a fast-paced environment. He/she is expected to be a strategic thinker, and is tasked with the development of press plans, messaging frameworks, and other media and communications initiatives. This role will also work with the Heritage Outdoors Project to coordinate and maximize communication and education efforts, including providing direction on messaging, media tactics, and social and digital best use practices. He/she provides leadership and direction to junior staff and contributes to overall organizational goals. This position reports to the Executive Directors of both CWP and HOP. This is a full-time, exempt position. Duties include:

- Developing and maintaining relationships with Washington, DC based reporters, Hill staff and partner organizations.
- Demonstrating tactical proficiency in media relations, including creating and driving outreach plans, message development, management of events, and training spokespeople for interviews, speeches and presentations.
- Developing communications strategies incorporating a suite of paid and earned media options in a rapid response environment.
- Performing public relations tasks, such as developing and editing media materials (e.g., press releases, briefing memos, media advisories, pitch sheets, writing op-eds and blog posts) and pitching and placing stories in print, online and broadcast outlets.
- Engaging with CWP and HOP strategic consultants on a regular basis—in person, on the phone, and/or via frequent email contact.



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- Leading press outreach, including identifying and pitching news items, serving as a spokesperson, and leading proactive communications and rapid response efforts focused on Washington, DC based media.
- Attending regular CWP and HOP staff meetings and team meetings and providing input and feedback on organizational improvement, including relationship management, staff development, and office procedures.
- Serving as a mentor for junior staff.

**Qualifications:**

- Five to ten years of experience in media relations, or demonstrated equivalent experience, with preference for communications experience with a political or advocacy campaign or public relations/public affairs firm.
- Bachelor's degree in communications, journalism, or related area of study highly desirable.
- Outstanding writing, editing, proofreading, verbal and written communications skills and proven ability to effectively organize and manage multiple responsibilities.
- Strong understanding of public relations concepts and tactics and extensive knowledge of print and electronic media. Reporter contacts in the public lands, policy, and western states' beats is a plus.
- Strong computer skills, including Microsoft Office (Word, Excel, PowerPoint) and working knowledge of web-based tools and platforms.
- Experience leading a team preferred.
- Ability to interact and perform in a fast-paced, team-oriented environment.
- Innovative and solutions oriented – demonstrated resourcefulness, optimism, and flexibility in approach to project assignments.
- Experience with campaigns using social media platforms such as Facebook and Twitter, and demonstrated adaptability to emerging trends.
- Highly organized and detail-oriented.
- Intellectual curiosity and sense of humor.
- Ability to be available off-hours for rapid response and crisis communications.

This position is based in Washington, DC.

**Procedure for Candidacy**

The Center for Western Priorities and the Heritage Outdoors project are projects of Resources Legacy Fund (RLF). RLF is an equal opportunity employer and welcomes applications from all qualified candidates regardless of race, color, creed, national origin, ancestry, sex, marital status, disability, religious or political affiliation, or sexual orientation.

Interested individuals should send a cover letter and resume to: [jobs@westernpriorities.org](mailto:jobs@westernpriorities.org)