



PennFuture

# Campaign Manager, Watershed Advocacy

Reports to: Director of Outreach

## About us:

PennFuture is leading the transition to a clean energy economy in Pennsylvania and beyond. We are protecting our air, water, and land, and empowering citizens to build sustainable communities for future generations.

## Job Description: Campaign Manager, Watershed Advocacy (Harrisburg, PA)

PennFuture seeks a Campaign Manager to lead PennFuture's campaigns and advocacy efforts in the Susquehanna watershed. The Campaign Manager will develop and lead bold, sophisticated, and integrated campaigns that will grow a diverse constituency in the watershed that is equipped to advocate for sound policy solutions to improve water quality and address a range of environmental threats. The Campaign Manager will be responsible for communicating clean water and other issues to PennFuture constituents, the general public, and decision makers. He or she will also interpret the science for public consumption, advocate for effective clean water policies, and work with PennFuture's legal staff to advance legal action, when appropriate. Our ideal candidate will have both policy and technical expertise in water protection and other environmental issues as well as multiple years of advocacy experience.

Our most urgent campaign need is in the Susquehanna watershed where the environmental issues are complex, lawmakers and most agricultural producers are entrenched, scientists and bureaucrats struggle over how to address rapid declines in the river's biodiversity and quality, and resources are scarce. The Campaign Manager will be responsible for oversight, scrutiny, and support of these efforts and contribute to a range of other regional PennFuture projects as directed.

## Job Duties:

- Develop and implement advocacy campaigns to support PennFuture's work in the Susquehanna and Potomac (Chesapeake Bay drainage) watersheds to advance water protections that will reduce pollution flowing into the Chesapeake Bay;
- Elevate awareness of threats to water quality and emerging pollution issues in central Pennsylvania;
- Engage and guide new advocates and existing groups into action on policy solutions that reflect PennFuture's policy priorities;
- Build a diverse constituency – including communities of color, immigrant communities, and traditionally underserved communities, as well as business interests, such as agricultural producers – to advocate for sound policy solutions to improve water quality in the watershed;
- Leverage PennFuture's outreach, policy, communications/media, and legal staff and expertise to support implementation of cohesive, integrated campaigns;

*Northeast:* 425 Carlton Road  
Suite 1  
Mount Pocono, PA 18344

*Southeast:* 1429 Walnut Street  
Suite 400  
Philadelphia, PA 19102

*Central:* 610 North Third Street  
Harrisburg, PA 17101

*Southwest:* 200 First Avenue  
Suite 200  
Pittsburgh, PA 15222

Website: [www.pennfuture.org](http://www.pennfuture.org)

- Collaborate with and organize PennFuture’s partners and other stakeholders to support implementation of campaigns;
- Educate decision-makers and the general-public about the importance of clean water protections; occasional lobbying of public officials and government agencies;
- Interpret complex scientific and policy information for consumption by target audiences through media work and writing fact sheets, reports, white/briefing papers, testimony and other strategic communications;
- Craft campaign e-mails, action alerts, website content, blog and social media posts; draft, edit, and submit letters to the editor and other opinion pieces;
- Community outreach, event tabling, public speaking; perform other projects and administrative duties as directed.

**Qualifications:**

- Proven success in campaign development, implementation, and leadership.
- Excellent written and verbal communication skills.
- Excellent social media skills.
- Enthusiasm for PennFuture, its mission, and its brand.
- Detail oriented and highly organized.
- Driver License.
- Familiarity with non-profit organizations is preferred though not required.

**Education and experience:**

- Bachelor’s degree. Master’s degree preferred.
- 5+ years in campaign management, advocacy, or policy work.
- Deep understanding of environmental and conservation policies, issues, and science, especially around clean water issues.
- Understanding of regional environmental and conservation landscape.

**Reporting and Location:**

The position is based in Harrisburg, PA. This position reports to the Director of Outreach.

**Submission:**

Please submit your cover letter, resume, and contact information for three references to the Director of Outreach at [andrews@pennfuture.org](mailto:andrews@pennfuture.org). Please write “Campaign Manager, Watershed Advocacy” in the subject line. The application deadline is November 15, 2019.