



Artemis Southeast Regional Coordinator

Job Description

Founded in 1936, the National Wildlife Federation (NWF) is now America's largest conservation organization, with 52 state/territorial affiliates and more than six million members and supporters nationwide. The mission of the National Wildlife Federation is to unite all Americans to ensure wildlife thrive in our rapidly changing world.

The primary role of the Artemis Southeast Regional Coordinator will be to coordinate, organize and connect sportswomen across the Southeast (SE) region, promote hunting and conservation activities, and recruit and retain women into the hunting conservation lifestyle.

Develop and Implement a Women's Hunting Outreach Strategy:

- Work with the Artemis Program Manager, the Director of Sporting Advocacy, and federation affiliates to build and implement a sportswomen's outreach strategy for the SE region;
- Work with the Artemis Program Manager and Director of Sporting Advocacy to attain goals, objectives, and benchmarks for the campaign;
- Engage the public, Artemis recruits and supporters, and affiliate staff, members, and supporters in the effort to improve inclusivity and grow participation in hunting and the hunting conservation lifestyle;
- Work with the Artemis Program Manager and Director of Sporting Advocacy to develop and implement a process for managing and tracking the impact of Artemis activities in the SE region.

Build and Foster a Robust Community of Sportswomen

- Work with the Artemis Program Manager, the Director of Sporting Advocacy, and federation affiliates to develop and implement a strategy for building a robust, engaged, and inclusive sportswomen's community in the SE region;
- Work with Artemis Program Manager to develop and implement a strategy for building engaged and inclusive online communities in the SE region;
- Cultivate and sustain effective relationships with and between sportswomen across the SE region;
- Mentor and sponsor sportswomen to take on leadership roles within the hunting and conservation community.

Build, Host, and Facilitate Women's R3 Events Across the Southeast Region:

- Cultivate and sustain effective relationships with affiliates and state agencies in the southeast region with the primary aim of working together to attract and retain women in hunting activities and the hunting conservation lifestyle.
- Cultivate and sustain relationships with local and regional media in the Southeast region, particularly members of the Southeastern Outdoor Press Association (SEOPA), to promote the Artemis community, hunting and the hunting conservation lifestyle.
- Plan, execute, and facilitate hunting, conservation, and hunting related events virtually and in person on a regular basis across the SE region.

Media Outreach and Cultivation

- Work with Director of Sporting Advocacy and Artemis Program Manager, to develop and implement all aspects of the Artemis and NWF Outdoors external communications across multiple media sources, including print, broadcast, podcast, and social media in the southeast region;
- Promote Artemis and NWF Outdoors expertise on conservation issues to the media and to cultivate and sustain relationships with local and regional media in the Southeast region, particularly members of the Southeastern Outdoor Press Association (SEOPA), to promote the Artemis community and the hunting conservation lifestyle.
- Produce articles, blogs, and photos for Artemis, NWF Outdoors, and affiliate publications when appropriate;
- Work with Sporting Communications Manager to inform media about National Wildlife Federation Outdoors and Artemis issues relevant to hunters via direct communications, events, hunting trips, and presentations;
- Work with Sporting Communications Manager to secure earned media by pitching stories, op-eds, and editorials.

Artemis/NWF Outdoors Promotion

- Strengthen the Artemis and NWF Outdoors' brand presence in the sporting community in the southeast region through entrepreneurial engagement with sportswomen, potential sportswomen, Artemis supporters, the outdoor industry, and partner organizations.

Basic Qualifications:

- Authentic experience in hunting, fishing and the outdoors;
- 2 years of experience in an organizing or related position, with demonstrated skill in creating and maintaining relations with the public and public figures;
- Excellent written and verbal communication skills;
- Willingness to travel across the SE region, be away from home for several days, and sometime on weekends, on a regular basis;
- Demonstrated ability to communicate effectively with sporting audiences;
- Demonstrated ability to teach and/or facilitate learning opportunities
- Strong organizational and project-management skills;
- Creativity, flexibility, and ability to handle multiple tasks at once and meet deadlines;

- Self-starter, positive attitude, independent thinker, creative problem solver, and team player;
- Commitment to inclusion, equity, and justice;
- Commitment to NWF's mission and vision.

Preferred Qualifications:

- Bachelor's degree in conservation, public policy, communications, or related field;
- Existing relationships with partner conservation organizations and outdoor media;
- Experience working with non-profit, mission-driven organizations;
- Experience in conservation advocacy.