



Senior Associate, Advocacy and Outreach

NYC Bird Alliance seeks a Senior Associate for Advocacy and Outreach. This is an exciting opportunity to have an impact with one of the City's leading conservation organizations and to engage New Yorkers in caring for our natural resources.

About NYC Bird Alliance

Founded in 1979, NYC Bird Alliance (formerly NYC Audubon) works for the protection of wild birds and habitat in the five boroughs, improving the quality of life for all New Yorkers. Our conservation and science activities, education and public programs, and advocacy and outreach efforts on behalf of birds and wildlife are more critical than ever due to climate change, a biodiversity crisis, and habitat loss.

A local, independent chapter of the National Audubon Society, NYC Bird Alliance serves a diverse community of 10,000 members and tens of thousands of program participants. Our team of 15 core staff is supported by dozens of seasonal scientists and environmental educators, hundreds of wildlife advocates, and thousands of volunteers.

About the Position

The Senior Associate will play a key role in developing and implementing grassroots outreach across New York City to protect birds, promote urban biodiversity, and foster equitable access to nature. This role focuses on empowering communities, building strategic partnerships, and coordinating public engagement campaigns.

With guidance from the Director of Advocacy and Engagement and in collaboration with internal and external stakeholders, the Senior Associate will coordinate both strategic advocacy planning and on-the-ground grassroots outreach to inspire New Yorkers to become advocates for a bird-friendly city.

Responsibilities

Advocacy and Policy

- Implement and coordinate strategic advocacy plans, directing grassroots campaigns to protect birds and urban biodiversity.
- Coordinate outreach events such as rallies, demonstrations, and town halls to mobilize community action and raise awareness of urban conservation.
- Support “grasstops” advocacy by building and maintaining relationships with government officials, agency staff, and community leaders.
- Prepare comments and testimony on proposed policies, bills, and draft environmental impact statements, ensuring alignment from sound science.

Community Engagement and Outreach

- Lead grassroots engagement efforts including community outreach, event coordination, and strategic partnerships.
- Coordinate planning and execution of grassroots campaigns and strategy, mobilizing volunteer advocates to take action on policy and legislation priorities.
- Develop and analyze data to support community engagement strategies, including creating a pipeline that moves individuals from education to active engagement, and ultimately to advocacy.
- Build NYC Bird Alliance's base of grassroots advocates, drawing from program participants, the city's birders, community science volunteers, and more.
- Expand NYC Bird Alliance's community presence, addressing local conservation concerns with a lens rooted in science, equity, and environmental justice.
- Collaborate with NYC Bird Alliance's Communications department to develop and implement strategic communications for advocacy and outreach campaigns, including newsletters, social media, web content, and action alerts.
- Offer guidance and information to community members about available programs and services.
- Help amplify community voices and local stories that connect urban residents with conservation issues.

Coalitions and Partnerships

- Identify opportunities for collaborative advocacy and joint campaigns that elevate bird-friendly policy and habitat protection citywide.
- Represent NYC Bird Alliance in working groups and coalitions that advance the organization's mission.
- Build and maintain relationships with partner nonprofit and community-based organizations.
- Develop and nurture connections with local stakeholders such as community leaders, business owners, and residents.
- Represent the organization at community meetings and events.

Qualifications

Required

- Minimum 2 years of work experience in community organizing, advocacy, or related fields
- Bachelor's degree or equivalent work experience
- Excellent interpersonal skills with particular strength in building and maintaining productive relationships with internal and external partners
- Cultural competency, with comfort working in diverse urban communities.
- Strong writing and editing skills
- Flexibility, positivity, and effective collaboration skills
- Comfort speaking publicly, facilitating meetings, and leading community discussions
- Ability to work flexible hours, including occasional evenings and weekends

Preferred

- Knowledge of New York City's political landscape and environmental issues

- Experience in communications, social media campaigns, and coalition-building, with a background in grassroots organizing or advocacy work
- Fluency in Spanish, Mandarin, or other languages widely spoken in NYC communities

Job Details

This is a full-time position with a “hybrid” work arrangement, with two days in-person required at the NYC Bird Alliance office in Manhattan. This position includes weekly in-person community outreach, requiring travel throughout the five boroughs at least one day per week.

Compensation

The Senior Associate starting salary will be in the \$50,000 - \$55,000 range, depending on experience and skills. In addition, NYC Bird Alliance offers a full benefits package, including a generous Paid Time Off policy; exceptional 100% coverage on medical, dental, and vision insurances for full-time employees; life and disability insurances; and a SIMPLE IRA retirement plan with a match.

To Apply

Send resume and cover letter in PDF format to jobs@nycbirdalliance.org, with “Senior Associate, Advocacy and Outreach ” in the subject line. No calls, please.

Applications will be reviewed on a rolling basis, with a projected employment start date in July 2025.

POLICIES

NYC Bird Alliance’s Commitment to Equity, Diversity, Inclusion, and Accessibility

We believe all people have the right to a close connection to the natural world and the right to a healthy environment. Preserving our environment is only possible if we all feel that connection. We commit to building an equitable, diverse, inclusive, and accessible NYC Bird Alliance, dedicated to protecting nature for all of New York City’s people and its wild birds. For more information, visit nycbirdalliance.org/edia.

Equal Employment Opportunity

NYC Bird Alliance provides equal employment and advancement opportunities to all qualified employees and applicants for employment regardless of their race, color, religion, sex, sexual orientation, age, national origin, physical or mental disability, veteran status, pregnancy, military or military reserve obligations, or any other class or status protected by law.

Candidates of all backgrounds and abilities are encouraged to apply. Please note that the NYC Bird Alliance office is located on the 15th floor of a building with elevator access.

COVID Vaccines

All NYC Bird Alliance employees must be fully vaccinated against the COVID-19 virus unless they have been granted a reasonable accommodation for religion or medical necessity. If you are offered employment, this requirement must be met by your date of hire, unless an accommodation for exemption is received and approved.