



VOLUNTEER OPPORTUNITY: Media and Marketing Representative

The Colorado Wildlife Council's mission is to help educate all who enjoy Colorado. It's wildlife and landscapes are held in balance by conservation work, which is funded primarily with hunting and fishing license fees. That includes research to study how wildlife populations are changing, the management of overpopulated and endangered species, restoration of vital wildlife habitat, and specific operations like fish hatcheries. These and other conservation programs help keep Colorado wild and beautiful. Council members, working closely with an advertising firm, help guide a multimedia educational campaign to promote these messages. Recent successes include **Hug a Hunter/Angler** and **This is the Wild Life**.

Council members contribute their professional expertise on a volunteer basis, and are expected to **attend 6-8 in-person/zoom meetings (4-6 hours each) per year, attend 4-6 zoom calls (1-2 hours each) in the alternate months, spend time reviewing meeting materials (~1 hour), provide input between meetings on the campaign and represent the Council and its mission to partners.**

Council members should have a strong interest in communicating the benefits of wildlife, wildlife management, and hunting and fishing to the public. These are unpaid positions, but Council members are reimbursed for travel expenses and members who volunteer 48 or more hours are eligible for a free state park pass.

The **Media and Marketing Representative** must (1) be a Colorado resident (2) have a substantial background or understanding of media and marketing operations.

Please complete and submit the [on-line application](#) by 5pm on October 22nd, 2021.

Background: The Council was conceived and developed by a coalition of hunters, anglers and conservationists working together with livestock and agriculture organizations, and created by the Colorado legislature in 1998. By statute, its mission is to oversee the design of a comprehensive media-based public information program to educate the public about the benefits of wildlife, wildlife management, and wildlife-related recreational opportunities in Colorado, specifically hunting and fishing. The Council budget is appropriated through the Wildlife Management Public Education Fund. This fund is generated through a \$1.50 surcharge on every Colorado hunting and fishing license.

For more information visit www.cowildlifecouncil.org and <http://cpw.state.co.us/aboutus/Pages/WildlifeCouncil.aspx>
Or email Jennifer Anderson at wildlife.council@state.co.us