

INDIAN RIVER LAKES CONSERVANCY

Program Coordinator

The Indian River Lakes Conservancy (IRLC) is a growing organization that is rapidly increasing capacity and requires the employment of a Program Coordinator to oversee the education, marketing, and administrative functions of the land trust.

The Program Coordinator is a full time position and will work primarily with and for the Executive Director and is responsible for a wide range of programs that directly impact the efficiency and effectiveness of the IRLC. This person will assist the Executive Director in fulfilling the mission of the IRLC by developing and implementing an education program regarding science, natural history, and other interpretive and recreational programs presented in an environmental context for children of all ages, adults, and families. The Program Coordinator will also develop and implement improved marketing strategies and administrative procedures that will enable the organization's continued growth and capacity building into the foreseeable future.

❖ IRLC's Program Coordinator position is focused on achieving three primary goals:

- Structured education programs are focused on expanding the scope and reach of public education activities that enhance the community's understanding of the biologically diverse Indian River watershed while engaging children groups, families and adults in fun learning events. These educational programs encourage people to enjoy the recreational benefits of IRLC preserved land as well as promote conservation appreciation and values in the next generation of conservation leaders. The education program will build upon successful relationships with local educators through opportunities on IRLC trails and the use of the trailside learning center for STEM program field trips.
- Comprehensive marketing campaign enables a broad, clear public understanding of the IRLC's conservation, education, recreation activities and goals; and to increase public awareness of the value of active conservation efforts by everyone in the ecologically unique and important Indian River Lakes area.
- Sound administrative practices strengthen IRLC's ability to establish the strong enduring level of public involvement through membership, volunteerism and fundraising while ensuring the IRLC maintains Land Trust Alliance (LTA) accreditation standards that are necessary for the Indian River Lakes Conservancy to become a sustainable organization.
- **Qualifications:**
 - Bachelor's Degree in environmental education, natural history discipline, natural science or environmental studies.
 - Basic knowledge of local ecology, natural history, landscapes and features.
 - Knowledge of local and national environmental issues including water and air quality, ecosystem management, and sustainable development.
 - Must possess an attitude that is flexible and adaptable to changing priorities, new ways of doing business and problem solving.
 - Pleasant and enthusiastic personality with a passion for the outdoors.
 - Interpersonal and organization skills, team player and ability to work with limited resources.
 - Experience working and communicating with adults and children in group settings.
 - Ability to design, implement and execute planned environmental education programs and be innovative and spontaneous to achieve program objectives.
 - Ability to physically work outdoors in a variety of terrain and weather conditions.
 - Ability to lead school and other groups in hikes in excess of 3 miles.
 - Willingness to work some evenings and selected weekends and holidays.
 - Must be tech-savvy with experience and knowledge of Microsoft Office, and the ability to quickly learn DonorPerfect, QuickBooks, Google Suite, Word Press, and Creative Cloud for use of administrative and marketing platforms.

➤ **Environmental Education (40%)**

- The Program Coordinator will be responsible for developing and delivering a broad array of outdoor education programs for adults and young people throughout the school year and summer. Programs currently include the summer science series, family nature series, children's day camp, guided hikes and guided paddles. These programs take place at the Indian River Lakes Conservancy preserves or other natural areas throughout our tri-county service area (Jefferson, St. Lawrence and Lewis Counties).
- Responsibilities:
 - Work under the supervision of the Executive Director and in cooperation with other staff in both office and outdoor settings.
 - Serve as primary Nature Educator for field trips.
 - Design and produce promotional materials for programs.
 - Update curricula and teaching materials as needed in coordination with local school science teachers.
 - Maintain program materials and records.
 - Train part time Naturalist Educators as necessary.
 - Manage and schedule school field trip visits.
 - Design, implement and teach biological or earth sciences, environmental education or nature programs with elementary, middle and high school age students in a classroom or summer camp environment.
 - Identify, develop, coordinate, manage and direct IRLC Kids Camp and other programs.
 - Lead natural history walks and present workshops, classes and seminars on environmental topics; make presentations describing ecological processes, plant and animal species, geology, cultural history and other topics.
 - Greet visitors, the general public and handle public inquiries about natural history subjects.
 - Provide high-quality education experiences for IRLC visitors; demonstrate genuine passion for people and the environment.
 - Independently or cooperatively develop and conduct environmental education programs on a wide variety of nature-based topics at IRLC preserves or other natural areas for both adults and young people.
 - Identify, develop and implement educational programs addressing the environmental concerns of the local community.
 - Assist with education related administrative tasks to include educational grant applications, implementation, and closeout reports.
 - Oversee the work of interns.

➤ **Marketing (40%)**

- The Program Coordinator will be responsible for all traditional print and broadcast media interface to include press releases and event coverage while continuing to develop and expand the IRLC's social media platforms to ensure the servicing community receives consistent, synchronized and relevant information in a timely manner regarding education programs, environmental conservation efforts, recreational activities, and other current IRLC events.
- Responsibilities:
 - Manage all electronic social media platforms to include IRLC website maintenance and development and social media outreach to include Facebook, Instagram, Twitter, LinkedIn and others.
 - Direct and conduct mailing and email communications to include newsletter layout and publication as well as bulk emailing through Constant Contact.
 - Execute event promotions to include press releases, public digital calendar updates, flyer and poster design and distribution.
 - Coordinate, set up and attend both internal and external events.
 - Recruit IRLC members and volunteers during events.
 - Compose articles on IRLC events for posting on website, newsletters, and local newspapers.
 - Cultivate media relations with local newspapers, radio and television stations to ensure coverage of summer

- Network with other agencies and organizations and develop relationships with community, municipalities as required (town, county and state), always identifying opportunities for potential partnerships.
- In the absence of the Executive Director, act as IRLC spokesperson at public speaking engagements and events.
- Provide input to the Executive Director for monthly board meetings.
- Work closely with the Executive Director in developing and executing the IRLC marketing plan.

➤ **Administration (20%)**

- The Program Coordinator will be responsible for a wide range of administrative activities designed to support and enhance the IRLC's ability to operate effectively and efficiently.
- Responsibilities:
 - Ensure that the IRLC has appropriate administrative procedures in place that are consistent with LTA standards, practices and that all policies and procedures are within relevant state and federal regulations.
 - Play a major role in the IRLC's LTA reaccreditation preparation while working closely with the IRLC Executive Director, coordinating the internal review process, managing remedial actions and interacting with the accreditation review team.
 - Update and maintain the donor and member database, track all financial records, organize grant records, manage scholarship awards, file tax forms, pay bills and serve as the recording secretary at board meetings.
 - Answer phones, take memos and cordially greet guests at the IRLC office.
 - Responsible for office automation, networking and ordering office supplies.
 - Serve as the administrator for IRLC's Google for Nonprofits account and Google Suites, to include Google AdWords, Google Business and Google Admin Console.
 - Work with the Executive Director in preparing the annual budget and monitor financial expenditures to ensure strict compliance with the budget.
 - Assist the Executive Director and the Board of Directors in the development and writing of foundation, corporate and government proposals, grants and solicitation materials.
 - Help maintain an orderly, safe and clean workplace.

Send cover letter, resume, and references to James "Wylie" Huffman, Executive Director at jwhuffman@indianriverlakes.org by May 15, 2018.