

POSITION TITLE: Program Coordinator
REPORTS TO: Executive Director (works closely with Landscape Manager)
SUPERVISES: Volunteers/Interns

JOB SUMMARY:

Primary responsibility for day to day coordination of the organization's Tree Partnership Program including program promotion, community outreach and volunteer coordination. Also provides essential support and coordination for aspects of all Gateway Green programs.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

Program Administration – 50%

- Plans and executes all public volunteer events
- Conducts appropriate community outreach in neighborhoods where plantings will occur; recruits and communicates with volunteers, vendors, and all involved parties
- Identifies opportunities for collaboration with other nonprofits and government agencies and coordinates collaborative projects
- Attends regular meetings and represents the organization on the Chicago Tree Initiative, calling on colleagues to represent when appropriate
- Contributes to the long-term planning of the Tree Partnership program
- Develops and implements educational aspects of volunteer events
- Assists Landscape and Sustainability Manager in identifying and collecting appropriate metrics to measure environmental and social impact of programs
- Manages budget for the Tree Partnership Program in close coordination with Landscape and Sustainability Manager
- Maintains detailed records of all program activity for reporting back to funders
- Conduct research on relevant programs in other cities and make suggestions and recommendations for improving our programs

Marketing Communications 30%

- Works closely with the Executive Director to support all aspects of marketing the organization working to position the organization as a credible urban greening force in Chicago by increasing public awareness and engagement
- Has primary responsibility for the organization's website - writes content, monitors traffic, works with other staff to assist them with updates, trains staff as appropriate to make updates, develops and oversees plan for regular content updates
- Primary responsibility for organization's newsletter and outbound e-communications to all constituents (general public, partners, etc.)
- In coordination with the Executive Director, develops, maintains and executes the organization's communication plan and calendar
- Serves as social media champion and expert for the organization, develops and executes (enlisting appropriate support) the organization's social media plan in coordination with the Executive Director
- Responds to or appropriately routes all incoming public inquiries from the general email account, ensuring they are handled in a timely manner
- Represents the organization at relevant community events (i.e. green fest, etc.)
- Develops marketing collateral and writes copy for PSAs, press releases, etc.
- In coordination with Executive Director, works closely with the Associate Board on volunteer development and marketing

Development/Partnerships 20%

- Works closely with the Executive Director to develop and grow the organization's individual giving related to the Tree Partnership program
- Provides assistance with grant research and writing
- Supports the Partnership Manager's efforts to attract funding for the Tree Partnership Program, working closely with the PM to define possible partnerships
- Works closely with the PM to evaluate and execute potential marketing opportunities as a result of partnerships (i.e. Green Games, radiothons, etc.)
- Monitors online giving and manages the processing of online donations

Other duties as assigned – in a small organization all staff will be expected to support general operations and provide assistance with projects that contribute to the health and future of the organization.

QUALIFICATIONS

- Passion for protecting the environment and knowledge of greening projects/organizations in Chicago
- Experience coordinating volunteer activities
- Excellent communication/presentation skills – written, verbal, listening
- Highly organized and able to prioritize
- Excellent project management skills with proven ability to develop and execute plans and timelines
- Ability to think on your feet and proactively solve problems
- Excellent follow-up skills
- High-level of comfort and significant experience with new media and end-user technologies (blogs, facebook, youtube, twitter, content management systems, mass email systems) and willingness to learn and explore technologies
- Self-motivated and able to work both independently and with a small team
- Entrepreneurial spirit
- Basic budget management skills
- Minimum 3 years of professional experience; bachelor's degree

Additional Preferred Qualifications

- Experience working in a nonprofit environment
- Coursework or training in environmental studies or urban planning
- Results-oriented marketing experience
- Experience with HTML or working with content management system
- Program Development experience
- Grantwriting experience
- Knowledge of Excel, PowerPoint, MS Access and Photoshop

Other

- Some evenings and weekends will be required for networking events and organizational programs
- While not required, a vehicle may be helpful for scouting planting sites and outreach activities