

Heartland Conservation Alliance
Education and Outreach Program Manager

Heartland Conservation Alliance (HCA) is seeking a full-time Education and Outreach Program Manager to join our team. This is a hybrid position based in the Kansas City area and will occasionally require working weekends and evenings as well as travel to various locations for meetings, conferences, workshops, and speaking engagements.

HCA's mission is to work with partners to protect, connect, and restore the Blue River watershed and its urban greenspaces for the benefit and enjoyment of all to create a sustainable environment that supports the health of all human and natural communities in the Kansas City region.

Job Description

The Education and Outreach Program Manager will coordinate all marketing and outreach projects for the organization and will maintain communication tools for the organization. The successful candidate will work with the team to support Alliance members while nurturing existing and developing new long-term, sustainable relationships with community members.

Key education and outreach programs and projects that this position will help facilitate includes but is not limited to Outdoor Education programming, the Green Guard Stewardship Training Program, volunteer coordination, relevant advisory boards, the Blue River Nature Guide Program, and the Renew the Blue Campaign. The Education and Outreach Program Manager supports and coordinates efforts of the Blue River Nature Guide Steering Committee, which currently serves as our Education and Outreach Work Group. Communication tools include a monthly e-newsletter, social media accounts, the official HCA website and the Renew the Blue website, volunteer events, and community outreach events.

The Education and Outreach Program Manager will facilitate the sustainability and development of new outreach and educational programs that support the mission of the organization. The position will be the organization lead for grant identification, solicitation, writing, and management in the program area. The Education and Outreach Program Manager will assist the Executive Director with budget development and management for their program area. The position will manage organization brand standards, be responsible for collateral materials, and coordinate general administration and supporting fundraising efforts. The Education and Outreach Program Manager will supervise any additional positions within their program area, such as the Blue River Nature Guide, contractors, interns, or an Outdoor Education Coordinator position.

The Education and Outreach Program Manager will serve under the direction of the Executive Director.

Position Duties and Responsibilities

- Develop and implement marketing and educational campaigns; preparing marketing strategies, plans, and objectives; planning and organizing promotional presentations; and updating calendars.
- Lead grant and funding identification, solicitation, writing, and management in the program area.
- Assist the Executive Director with budget development and management for the program area.

- Manage Outdoor Education programming, including HCA's three annual events: the Martin Luther King Jr. Nature Walk, the Heartland Nature Celebration, and the Exploring Roots Summer Adventure Challenge.
- Reinvigorate and implement changes made to the Communication Plan for Renew the Blue Campaign.
- Manage the Green Guard Stewardship Training program, including grant writing for continued funding, recruiting instructors, scheduling classes, maintaining and updating curriculum and teaching materials, and providing relevant resources for program participants.
- Coordinate relevant advisory boards, such as the Blue River Nature Guide Program Steering Committee and Education and Outreach Work Group.
- Coordinate program participant activities with partnering organizations.
- Organize and direct volunteers.
- Maintain regular communications with partners, granting and funding agencies, volunteers, and the Board.
- Recruit participants for programs, including community engagement, public presentations, and school visits.
- Supervise any additional positions within their program area, such as the Blue River Nature Guide, contractors, or interns.
- Manage social media, the Classy online fundraising platform, creating e-blasts using MailChimp, press releases, memoranda and reports and website updates regularly with support from HCA staff.
- Manage routine administrative duties, including maintaining HCA's records.
- Conduct and create program reports and evaluation.
- Track program expenses and contributions and in-kind services related to programs.
- Update job knowledge by participating in educational opportunities and reading trade publications.
- Provide effective proofreading and grant editing across programs as requested.
- Organize and maintain HCA's photos, testimonials, data collection, and registration for volunteer workdays, partner and outreach events, and any other publicity event as requested.
- Create HCA's Annual Report.
- Manage HCA's merchandise orders for both staff and customers who order through HCA's Classy page.
- Collaborate with the Conservation Program Manager and the Environmental Justice Program Manager to help reach goals of restoring and protecting the Blue River.

Qualifications*

Required qualifications:

- Candidates must be self-motivated and highly independent workers, self-confident and possessing strong written, verbal and interpersonal communication skills, and have excellent organizational skills.
- We are seeking candidates with strong abilities and skills to work with people of all ages in a hands-on educational setting.
- The ability to develop relationships and collaborate with partners is critical.

Preferred qualifications:

- Graduated from an accredited college or university with Bachelor's or higher in public relations, marketing, communications, environmental education, or related fields OR four years of equivalent experience.
- Working experience in communications, marketing, outreach, fundraising/grant writing, education, community organization, writing, editing, nonprofit management and public speaking.
- Proven working experience in digital marketing, particularly within conservation and demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display marketing campaigns.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform, and motivate.
- Solid knowledge of website and marketing analytics tools.

*Applicants who meet at least 80% of the listed qualifications are strongly encouraged to apply.

Compensation: Salary starting at \$50,000, based upon experience, with a competitive benefits package for full-time employees, including 10 paid holidays, 15 days per year of paid time off, 12 weeks of paid parental leave, as well as employer contribution of \$500/month to organization's health, dental, vision and life insurance plans.

How to apply: All interested applicants should submit a letter of interest that clearly addresses the above qualifications and a resume with work and education history plus three professional references. Application materials should be sent via email as a single PDF to Logan Heley, Executive Director, logan@heartlandconservationalliance.org. Please call Logan at 816-316-6071 if you need assistance submitting information electronically.

Review of applications will begin one week after the posting date. To ensure full consideration, please submit your application by October 20, 2023. Applications will continue to be accepted after the full consideration date until the position is filled.

Heartland Conservation Alliance is an equal opportunity employer that is committed to creating and maintaining a diverse and inclusive company culture. People from historically marginalized communities are encouraged to apply.