



8403 Colesville Road, Suite 805 • Silver Spring, Maryland 20910

Job Posting: Director of Community Conservation

Potomac Conservancy's Director of Community Conservation directs the outreach and public engagement work of the organization and reports to the Sr. Director for External Affairs.

This is an exciting leadership position at the heart of the most vibrant, nimble river-centric environmental organization in the region today. Founded in 1993, [Potomac Conservancy](#) is the area's leading clean water advocate advancing an agenda to ensure the Potomac River boasts clean drinking water, healthy lands, and connected communities. We combine the grassroots power of 10,000 members and online activists with local land conservation and policy initiatives to strengthen the Voice of the Nation's River.

You will be joining an entrepreneurial team of dedicated staff members who seek to improve water quality for the Potomac and its tributaries by mobilizing and growing an impassioned base of river advocates to impart change at the local and State levels. As Director of Community Conservation, you will be responsible for outreach activities and events that build community among individuals within targeted geographies in Maryland, Virginia, and the District of Columbia. Specifically, you'll need to conceive of, research, develop, and lead innovative and engaging recreation and environmental stewardship opportunities. In addition, you'll be also have responsibility the recruitment and management of the Conservancy's volunteers; helping to secure event sponsors; and building strong partnerships with local organizations and groups.

Responsibilities

- Help to shape the overall strategic direction of the organization's community engagement programs;
- Oversee specific programs including: transitioning [Growing Native](#) into a year-round stewardship program, developing a robust volunteer corps, and growing the Conservancy's river-friendly business sponsorship program in partnership with the fundraising team;
- Rapidly identify strategic opportunities for strong, new community engagement initiatives that help folks have fun along the river and "get their hands dirty;"
- Conduct high-level outreach and relationship building with a diverse array of volunteers (both individuals and groups); corporate and NGO partners; as well as donors and institutional funders;
- Create appropriate systems to recruit, track, and upgrade volunteers and other program participants in a central database. (We use the Salsa platform);
- Draft compelling emails and other communications;
- Evaluate topics, speakers, and locations for outreach events/activities; develop new participation events/activities that engage, inspire and respond to identified needs;
- Track and manage grants which fund Community Conservation activities;
- Assist in developing and writing blog posts and articles for the website and newsletter.

Qualifications

This is a demanding role that requires energy, drive, and talent in a wide range of areas with 3-5 years of outreach experience. The core competencies include:

- Strong strategic, creative, and innovative thinking.
- Ability to plan, implement, and adapt programs that engage and inspire within a broad cross-program vision.
- Strong project, staff, and volunteer management skills.
- Outstanding interpersonal capabilities, as well as strong written and oral communication skills.
- Refined professional judgment, self-motivation, efficiency, and results-oriented delivery on short timelines.
- Strong teamwork skills, comfortable in a highly collaborative team culture and a hierarchical team structure; ability to work without close supervision.
- A commitment to diversity and working with diverse populations in the DC metro area, cultivating relationships, and community engagement.
- Passion and commitment to environmental justice, citizen empowerment and social change.
- Fluency in English is a requirement. Fluency in other languages is desirable, especially Spanish, but not necessary.

Location, Schedule, and Travel

Potomac Conservancy is headquartered in downtown Silver Spring, Maryland, with a field office in Winchester, Virginia. This position will be based in Silver Spring. Some travel (by car) is required across the immediate Washington, DC metro region within the Potomac River Watershed (this includes Northern Virginia, and in Maryland, Montgomery, Frederick, and Prince George's counties). You will likely need to be available two Saturday mornings each month when the Conservancy hosts river clean-up activities, as well as for evening outreach events throughout the year. Although this position is exempt from overtime, a flexible schedule will help you maintain a healthy work-life balance.

Compensation and Benefits

This is a full-time position (40 hours per week) with a competitive salary that will reflect the experience and skills you bring to the job. In addition to staff outings on the river, benefits include medical and dental coverage; 18 days paid time off per year; 10 holidays per year; working with bright, fun coworkers; and interacting with an engaged board of directors.

To Apply

Are you interested in joining Team Potomac? The deadline for applications is July, 15, 2014. To be considered, please submit a compelling cover letter, along with your eye-catching resume and at least 1 writing sample (with date of authorship) to Jonathan Wood, Senior Director for External Affairs at wood@potomac.org. Potomac Conservancy is an equal-opportunity employer. We are looking for individuals who are fun, talented, and smart with 3-5 year of outreach experience. ALL well qualified individuals are encouraged to apply.

