



Position Announcement: Program Administrator

Organizational Background

Potomac Valley Audubon Society (PVAS) is a non-profit organization based in Shepherdstown, West Virginia and serves Berkeley, Jefferson, and Morgan Counties in WV and Washington County, MD. Established in 1982 as a chapter of the National Audubon Society, PVAS is “people dedicated to preserving, restoring and enjoying the natural world through education and action.” PVAS manages four nature preserves totaling 500 acres. Over the last 15 years, it has grown to reach over 6,000 people per year with its programs in schools, summer camps, Master Naturalist Program, birding trips, and other programs for a wide array of audiences. PVAS seeks a full-time Program Administrator to oversee the administration of its programs.

Organization and Reporting

The Program Administrator will collaborate with and report to the Executive Director. The day-to-day operational relationship shall be between the Program Administrator and the Executive Director. The Program Administrator will be based at the Cool Spring Preserve Nature Center to promote collaboration and coordination with staff across program areas.

Roles and Responsibilities

The roles and responsibilities of this position are highly varied and seasonal, and some will be phased in over time. Please see the estimated percentage of time provided with each category. While the majority of the responsibilities will take place on weekdays at the Cool Spring Nature Center during normal business hours, some evenings and weekends will be required to fulfill roles and responsibilities.

Educational Program Administration (25% of time):

- 1) Primary contact for schools, libraries, families, and organizations that wish to schedule programs.
- 2) Schedule programs in coordination with Lead Teacher/Naturalist. Schedule AmeriCorps volunteers and/or teaching staff to cover said programs.
- 3) Administration of programs (Schools, Audubon Discovery Camp, Wee Naturalists, Homeschools, Scouts, Library programs, Birthday parties) will include scheduling, billing, registration, tracking participation numbers, and marketing responsibilities.

General PVAS Communications (15%):

- 1) Website management in collaboration with other staff. Ensure website is up to date, accurate, and dynamic.
- 2) Answer phones and take messages for staff, answer questions from general inquiries, pass along wildlife questions to appropriate parties, etc...
- 3) Answer general e-mails or direct to appropriate colleagues.

- 4) Manage social media for PVAS and Potomac Master Naturalists (Facebook, Twitter, Instagram, MailChimp, YouTube). Responsibilities include responding to messages and inquiries, updating across platforms to engage followers, ensure posts are balanced across program areas in collaboration with staff.
- 5) Work with Executive Director to ensure letters and e-mails are written regularly following events and programs to engage and thank program participants and donors. (Thank you letters, sympathy letters, etc.)
- 6) Heads-Up bi-weekly e-newsletter to update and engage members and friends using MailChimp (integrated with database)
- 7) Coordinate staff and volunteer contributions to Valley Views bi-monthly newsletter.

Event Management (20%)

- 1) Fall Bird Seed Sale – Manage the marketing, publicity, and order tracking (invoices, payments, etc.)
- 2) Fundraising events (Fall and Spring) – Assist events committee with promotion, invitations, tracking donations, writing thank you letters, communication with guests, and entering all donations in the database (Little Green Light). Attend events to greet and track guests and other elements of the event (silent auction, live auction, raffles, etc.)
- 3) Race for the Birds– Promotion of race across websites, promote and track sponsorships, and general race support.
- 4) Fireflies, Fiddles and Frogs – Assist in coordination of volunteers to cover various activities planned by program staff. Assist in promotion of event and tracking of volunteers, participants, and sponsors.

Volunteer Tracking (5%):

- 1) Determine appropriate roles for program volunteers based on volunteer applications and match with appropriate staff person who will provide training and oversight.
- 2) Ensure volunteer hours are tracked by project area (preserves, programs, etc.)

Database Management (15%)

- 1) Manage contacts in the database and make updates to contact information continuously (relationship information, merging contacts/duplicates, deaths, divorces, marriages, new addresses/emails/phones, etc.)
- 2) Track donations in the database, prepare and send thank you letters in a timely fashion, and send out reminders of annual contribution commitments.
- 3) Manage membership information in the database including renewal reminders, NAS vs. PVAS memberships, etc.

Membership Management (5%)

- 1) Market and promote memberships and the perks that accompany memberships by schedule volunteers or staff for fairs, festivals, membership meetings, and other promotional opportunities.
- 2) Work with partners to confirm and promote partner discounts as a perk for membership.

- 3) Be the point of contact for membership questions.
- 4) Update membership pages on the website regularly.

Visitor Services (5%)

- 1) Greet visitors at Cool Spring Preserve and provide info on trails, nature center, programs, preserves, conservation projects, membership, etc...
- 2) Schedule volunteers/staff/AmeriCorps to cover nature center reception area, be point of contact for volunteers for other responsibilities/roles as requested by staff.
- 3) Maintain calendar for rental/use of preserve facilities, ensure coverage of those events by staff/volunteers.

Grant Tracking (5%):

- 1) Track grant application deadlines and keep a grants calendar current.
- 2) Track expenses by grant in partnership with program staff.
- 3) Provide background info for grant applications as requested (list of Board members, mission and background on organization, logo, etc.)

Other (5%)

- 1) Assist with identifying potential fundraising and income-producing opportunities that support existing and future programs. Sources may include grants, individual donors, and revenue from programs.
- 2) Assist with special events, onsite and offsite.
- 3) Assist the Executive Director with day-to-day administrative tasks such as updating insurance policies, preparing reports to the Board, capturing and posting new policies, etc.
- 4) Other duties as assigned.

Qualifications, Skills, and Abilities

- 1) Project management, calendar management, and database management skills are essential to this position.
- 2) Ability to work as part of a team (including volunteers) in planning projects and helping accomplish and track program outcomes.
- 3) Strong verbal and written communication skills to effectively communicate with people from diverse backgrounds and cultures, including a wide range of stakeholders.
- 4) Ability to take initiative and prioritize tasks; excellent time management skills; proactive problem-solving skills; ability to plan and manage budgets; and excellent people skills that help to cultivate an inclusive working, teaching and learning environment.
- 5) Demonstrated success in coordinating and training staff, volunteers and/or interns.

- 6) Proficient in basic computer skills (Microsoft Word, Excel, e-mail, PowerPoint at minimum).
- 7) Have reliable transportation, a valid license and good driving record.
- 8) Lift and carry 40 lbs over uneven ground for distances a minimum of 50 feet; hike at least two miles over rough terrain at a brisk pace (4mph).
- 9) Must undergo thorough background check.

Details & Benefits

1. Full-time year round position involving some weekend and evening hours.
2. Annual salary between \$30-35,000. Annual contribution to Health Savings Account if eligible.
3. Paid vacation, holidays, sick days.
4. Flexible work environment.

To Apply:

Send cover letter, resume and three references to Kristin Alexander by e-mail at Kristin@PotomacAudubon.org by August 15, 2018. We hope to fill the position by September 1, 2018.

Note: Cover letter should relate your experiences and abilities to this specific job. Generic or non-specific letters will receive no reply. No phone calls please. Send inquires to Kristin@PotomacAudubon.org.

The Potomac Valley Audubon Society is an equal opportunity employer.

All qualified applicants are welcome and will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Further, PVAS acknowledges that it is unlawful to retaliate against any person who ,or organization that, files a complaint about such discrimination. AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.