



PROGRAM DIRECTOR

| | |
|-----------------------------|--|
| Job Title: | Program Director |
| Reports to: | RFFI President & CEO |
| Worksite: | RFFI Offices, 90 West Redwood Ave, Fort Bragg, CA 95437 |
| Allocation: | Full-time |
| FLSA Status: | Non-exempt |
| Compensation: | \$27 - \$30/hour DOE + benefits (health, dental, vision, life, retirement plan) |
| Application Process: | Please send a resume and cover letter to: hire@rffi.org We will screen and respond to applications as they arrive. This process will remain open until the position is filled. Interviews begin the week of March 20 th , 2023. Address questions to Patrick Fitzgerald, Development Coordinator at hire@rffi.org . |

Position Overview

The Program Director supports RFFI's mission to "acquire, protect, restore, and manage forestlands and other related resources in the Redwood Region for the long-term benefit of the communities located there." They work closely with both the CEO and the Development Coordinator to develop and maintain RFFI/URFC's image and programs in the region. The Program Director develops and manages community engagement opportunities focusing on education, citizen science, community access and volunteer job development, as well as supporting, interpreting and cooperating with URFC restoration forestry programs.

Principal Duties and Responsibilities

- Chair and staff the Redwood Forest Council (RFC) community advisory group. Assist the RFFI Board and CEO in recruiting RFC members, provide RFC members with orientation, training and appreciation, organize RFC meetings and communications, and maintain RFC records. Provide staffing for RFC projects, including education, citizen science, THP walk-about, and recreation events.
- In coordination with the Development Coordinator, manage RFFI's volunteer program, including determining the need for volunteers in coordination with staff and key consultants, developing volunteer job descriptions, recruiting, orienting and training, conducting annual appreciation events, and maintaining the volunteer records database.
- Develop community partnerships and staff community events.
- Initiate and set annual Program goals and a budget according to the strategic objectives of RFFI. Monitor the Program budget on a monthly basis.
- Direct and manage program partners for community events in the forest (e.g., Usal Hopper bike event, local schools).
- Coordinate and staff all program activities for the RFFI Annual Meeting. Provide volunteer and staff support for the event. (Note: Virtual annual meetings have been coordinated by an outside contractor)
- Provide staff support for the Annual Board Retreat as directed by the CEO.
- Participate in the board committees as appropriate. Currently this would include the Development Committee and could in the future include a Program Development committee.
- Lead pre-event and day-of logistics for special events, workshops, cultivation and exposure opportunities, and third party run events.



- Under the direction of the CEO and in coordination with other staff and the board Development Committee will:
 - Support the development and implementation of a communications strategy to raise visibility of RFFI and volunteer and partnership opportunities.
 - Research private and public grant opportunities for RFFI and URFC programs and write grants, as appropriate, for these programs. Ensure that grant applications and final reports are completed and managed in a timely and effective manner.
 - Provide content for the RFFI and URFC websites, videos and fundraising campaigns.
 - Take primary responsibility for print and broadcast and social media outreach throughout Mendocino, Humboldt and Sonoma Counties.
 - Coordinate with CEO to produce RFFI newsletters (print and/or electronic) with content provided by RFFI and URFC staff, board members and community members.
 - Produce promotional materials for RFFI and URFC in consultation with the other staff as appropriate.

Supervision Received

Supervision is provided by the President & CEO on both a scheduled and as-needed basis.

Supervision Exercised

No direct staff reports. Coordinates and supervises volunteers and community members. Coordinates with all staff.

Qualifications

Education and Experience

- a. A strong understanding of and commitment to the mission and vision of RFFI and URFC.
- b. Reside in the Redwood Region.
- c. Applicable experience in program management, including working with and organizing volunteers.
- d. Experience in researching, writing and implementation of grants
- e. Experience working with community and conservation groups.
- f. Excellent oral and written communications skills to interact with staff, a diverse Board of Directors and a wide array of key community stakeholders.
- g. Experience with communication including content development and dissemination including social media and email marketing tools
- h. Proficiency in commonly used computer programs, e.g., Microsoft Office and Adobe Suite products, and familiarity with donor database software
- i. Willingness to work flexible hours to meet community and programmatic needs.
- j. Ability to work both independently and as part of a diverse team
- k. Current California driver's license and clean driving record.

Additional Desirable Qualifications

- a. Experience with local media, including print and broadcast media.
- b. Video production skills.
- c. Graphic arts skills.
- d. IT skills.
- e. Experience working with a nonprofit.
- f. Basic understanding of forestry, forest restoration, biology, botany or other natural sciences.