



Programs Director – Position Description

TreesCharlotte is a public / private collaborative dedicated to planting up to 15,000 trees per year and to educating Charlotte's residents on the importance of the urban forest and ways to plant and preserve trees. TreesCharlotte is currently an affiliate of Foundation For The Carolinas and its activities are overseen by both the TreesCharlotte Foundation and the City of Charlotte. TreesCharlotte expects to become a not-for-profit organization separate from Foundation For The Carolinas.

The Programs Director provides collaborative leadership among the community partners and the City of Charlotte staff and elected officials. This is a new position reflecting the growth of TreesCharlotte. Initially, the Programs Director position is three-quarter time but it is envisioned that the responsibilities will grow over the next year to full time. The Programs Director is responsible for oversight and coordination of TreesCharlotte's four primary program areas: NeighborWoods community tree planting; communications and outreach; tree stewardship, and education. Through its NeighborWoods programs, TreesCharlotte plants trees in residential neighborhoods as well as at affordable housing projects, Charlotte Mecklenburg School (CMS) and faith community campuses, and in parks.

The successful candidate for the Programs Director position will possess superb organizational and communications skills, including public speaking. Also important are strong work ethic, self-motivation, effective interpersonal skills, and excellent follow-through. One of the primary responsibilities is to work effectively with community associations, volunteers and leaders to plan and execute NeighborWoods tree planting events.

The Programs Director reports to, and works closely with, the Executive Director (ED) to manage and coordinate TreesCharlotte's programs. By overseeing TreesCharlotte's programs, the Programs Director (PD):

- Assures proper planning and execution of NeighborWoods tree planting events, including TreeDay and TreeStore events.
- Works closely with the City Staff, including Neighborhood & Business Services staff, in identifying and nurturing community neighborhood groups.
- Works closely with the City's Canopy Programs Manager to maintain or strengthen partnership with the tree growers and to purchase trees.
- Represents TreesCharlotte at community events and civic clubs, and provides outreach and presentations to public groups, including HOA groups.
- Coordinates efforts to ensure careful tracking, monitoring and survival of trees. This requires close coordination with the City's Stewardship Director to ensure proper care and maintenance of trees planted on public land. In addition, the PD works closely with NeighborWood's volunteer TreeStewards to encourage tree care in neighborhoods.
- Partners with the ED and City Communications staff to support the web site, develop and implement a social media platform, draft newsletters, and market the memorial / honorary tree program.
- Advances and oversees all education programs including general tree care guidance as well as TreeKeeper and CMS classroom education.

- Is responsible for an effective Annual Tree Canopy Summit.
- Assures an effective TreeMaster program, including recruitment, education, certification, and rewards.
- Administers and oversees the Memorial / Honorary Tree programs.
- Assists the ED as needed.

The following attributes are desired qualities for all TreesCharlotte staff and close partners, and are extremely important for the PD, both as a leader and role model:

1. Thinks and acts creatively and collaboratively to keep programs vibrant and relevant
2. Clear communicator; open and timely with information that affects others
3. Flexible; comfortable being pulled in different directions and handling multiple responsibilities; a utility player
4. Caring and compassionate for others, including all community partners
5. Team-oriented; pitch in to help others as needed
6. Accountable; accepts responsibility for the outcome
7. Customer driven; puts community partners first
8. Detail-oriented and highly organized
9. Easily connects with other people; natural relationship builder
10. Positivity; can-do attitude
11. Resourceful; curious and proactive; not hesitant to ask questions or do the research to get the information needed
12. Tech-savvy; proficient user of technology relevant to the position and working knowledge of ways to leverage social media

Experience

The successful candidate will hold a Bachelor's Degree and have shown progressive professional experience in a leadership role in a not-for-profit or for-profit organization. Knowledge of the Charlotte community is helpful, but not required. Proven effective communications experience is a plus. A highly organized and collaborative work style, strong communicator, and a warm personality that easily connects with other people are essential.

Interested candidates should send a letter of interest and resume by Friday May 23 to Dave Cable, dave@treescharlotte.org.