

Employment Opportunity: Project Manager: Trees Winnipeg, Million Tree Challenge

Reports to Trees Winnipeg (TW) Board of Directors and Million Tree Challenge (MTC) Steering Committee.

Position Summary

Trees Winnipeg (<http://treeswinnipeg.org/>) is looking for a strategic, organized leader to manage the new Million Tree Challenge (MTC) program, which aims to engage Winnipeggers in planting one million trees by the time the city's population reaches one million people.

The successful candidate will be responsible for three primary program components: leading program development and ongoing administration; developing and delivering a comprehensive community outreach and education program; and promoting the program to the public and partners.

Additionally, the incumbent will ensure the terms of the Million Tree Challenge Agreement (between Trees Winnipeg and the City of Winnipeg) are fulfilled on time, within scope, and on budget.

Key deliverables of the position include:

- Development of a comprehensive business plan for the program that includes metrics for evaluating success, a detailed schedule and critical pathways, and budgeting framework and cash flow projections.
- Hiring, execution and oversight of a web development firm to create, launch, and maintain a program website.
- Development and delivery of a public education and outreach program that will enable community groups, schools, and other organizations to undertake their own planting and/or mini challenges.
- Creation of a comprehensive marketing communications strategy to guide partnerships, public information, and promotions.
- Implementation and delivery of key marketing communications components including:
 - Identifying and building relationships with potential program partners
 - Coordinating partnership initiatives
 - Delivering public education/information initiatives
 - Acting as the program spokesperson for all media inquiries, program events, and special/partner events
 - Overseeing development and delivery of a full-scale promotional campaign

Ongoing duties include:

- All program administration tasks (as determined by the program plan)
- Ongoing financial management and reporting

- Managing any and all contracts that result from program components (within budget and upon Steering Committee approval)
- Organizing and leading monthly MTC Steering Committee meetings
- Providing a monthly status and progress report to the Trees Winnipeg Board of Directors

Essential experience and qualifications:

Post-secondary education in organizational leadership, project management, communications or public relations, not-for-profit management, or program design.

At least five years' experience and demonstrated ability in:

- Team and project leadership
- Program development and management,
- Management of multi-component projects
- Planning and execution of marketing campaigns
- Communicating with the public and /or customers and mitigating complex public situations
- Supervising staff and coordinating volunteers.
- MS Office, Adobe Creative and WordPress (or a comparable content management system)
- Writing for multiple audiences and formats including public communications and technical reports

Value-added experience and qualifications:

- Knowledge of urban forestry and / or biological sciences
- Proficiency in a second language
- Experience writing grant requests

The ideal candidate:

- Is a motivated self-starter
- Has a professional demeanour and displays discretion with private and confidential information
- Is welcoming and approachable when dealing with partners, the public, and colleagues
- Displays excellent time-management skills and an ability to work under minimal supervision

Interested applicants are encouraged to apply in writing to Trees Winnipeg, 1539 Waverley Street, Winnipeg, R3T 4V7 or email: office@treeswinnipeg.org.

Application deadline: September 15, 2020.

Please include your salary expectations in your submission.