



Job Title: Director, Design & Advocacy

Overview

Open dates: 01/10/2018 to 02/10/2018
Classification: Permanent, Full-Time, Exempt
Location: Washington, D.C.
Department: Design & Advocacy

Summary

Casey Trees is a Washington D.C.-based nonprofit, established in 2002, committed to restoring, enhancing and protecting the tree canopy of the nation's capital. To fulfill this mission, we plant trees, engage thousands of volunteers of all ages in tree planting and care, provide year-round continuing education courses, monitor the city's tree canopy, develop interactive online tree tools and work with elected officials, developers, and community groups to protect and care for existing trees and to encourage the addition of new ones.

The **Director of Design and Advocacy** ("Director") manages/oversees the functions, activities, and internal and external relationships of the Design & Advocacy Department. As part of Casey Trees' senior management team, the Director ensures the effective and efficient delivery of all Casey Trees programs organization-wide. The Director serves as a spokesperson for Casey Trees' mission and in particular, the motto: connecting people to trees, through trees, and to Casey Trees.

Essential Functions

The following essential functions are representative for the Director of Design & Advocacy position in its entirety - including but not limited to:

Supervision & Personnel Management:

- Ensures adherence to organizational policies and procedures, including but not limited to attendance, timeliness, conduct, appearance, volunteer and resident interaction, advocacy engagement, etc.
- Regularly collaborates with the Chief Operating Officer to ensure continual process improvement in personnel management and supervision
- Conducts periodic performance appraisals of subordinate staff. Guides and approves the performance reviews conducted by subordinate staff within the Design & Advocacy department
- Provides mentorship through coaching and modeling positive behaviors to assist subordinate staff in developing professional skills that may impact their ability to be successful
- Actively searches, creatively designs, and implements effective training initiatives/solutions to educate, enhance performance, and recognize performance

Program Management:

- Guides the successful intake and introduction to, and participation in, advocacy programs to reach a minimum of 75% public participation
- Directs the implementation and evaluation of advocacy activities to influence legislation including, but not limited to: Team Testify Training Webinars; Performance and Budget Hearings for DDOT, DPR, and DOEE; and Public Testimonies
- Develops and executes workflow systems and structures to ensure the smooth and consistent Design & Advocacy activities according to the latest industry guidelines/standards
- Develops an annual budget, work plan (logic model), goals and objectives
- Ensures adherence to annual budgets and plans; maintains the ability to capitalize on unplanned opportunities should they arise
- Engages in continual process review and improvement

Inter-Departmental Functions:

- Promotes inter-departmental collaboration for grassroots advocacy; strengthening Casey Trees' capacity, brand identity, and reliable stream of volunteers/advocates
- Serves as a member of the organization's senior management team, ensuring the smooth execution of multi-departmental activities and tasks. Actively communicates/collaborates with Casey Trees program directors, the Chief Operating Officer and the Executive Director
- Keeps the Chief Operating Officer regularly informed on the execution, effectiveness, and development of the programs, activities and tasks

External Organizational Functions:

- Tracks real-estate development, infrastructure construction and related potential tree canopy impacts, designing and engaging programs to mitigate canopy impacts
- Creates demand for trees by developing industry knowledge, effective marketing, and community outreach programming
- Fosters strategic partnerships with VIP stakeholders to include, but limited to: DC government agency officials, NPS officials, DC councilmembers, key nonprofit partners, businesses, and Certified Tree Advocates
- Engages Tree Advocates in Casey Trees' public comments/development tracking processes



- Represents Casey Trees at meetings, conferences, symposia, etc.

Technical Skills:

- Maintains general technical knowledge of Design & Advocacy issues necessary to successfully implement initiatives and strategies
- Maintains proficiency with various software packages required for the position
- Keeps current on managerial concepts and training

Secondary Responsibilities

- Assists in the creation of advocacy briefing materials for policy and development issues that impact tree canopy
- Performs other duties as assigned

Competencies

- Mentorship/Leadership
- Problem Solving/Analysis
- Decision Making
- Project Management
- Safety Orientation
- Communication Proficiency
- Client/Volunteer Focus

Working Conditions

The incumbent works primarily in an office setting, occasionally outside year-round in the heat, cold and inclement weather for site visits and the like. The incumbent in this position typically uses the following equipment:

Typical Equipment:

- Computers, tablets, smart phones, etc.
- Printers, copiers, facsimile and telephone
- Automobiles and trucks

Physical Demands:

The physical demands and work environment described are representative of those an incumbent encounters while performing the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions in accordance with the Americans with Disabilities Act.

While performing the duties of this job, the incumbent will occasionally be required to stand, walk, use hands to type, handle, or feel objects, tools or control, reach with hands and arms. The incumbent is frequently required to sit, talk and hear. The incumbent is occasionally required to lift and/or move up to 25 pounds. In the office environment, this position would require the ability to lift files, open filing cabinets and bend or stand on a stool as necessary.

Position Type/Expected Hours of Work

This is a full-time, 40 hour per week position. The incumbent must be able and willing to work evenings, weekends, and extended hours when needed.

Travel

Travel is primarily local during the business day, although some out of the area travel and overnights may be expected.

Required Qualifications

- Undergraduate degree in horticulture, forestry, political science, advocacy or related discipline, and three years related experience
- Professional demeanor, superior written and oral communications skills, and the ability to interact and work with a variety of audiences
- Experience supervising, managing, and inspiring a staff of diverse backgrounds and skill levels
- Demonstrated success working in a team environment, both internally and externally
- Experience formulating and adhering to budgets
- Must be able to manage multiple activities simultaneously
- Must be able to establish, track, and meet deadlines, often under pressure
- Proficiency with Microsoft Office Suite (Word, Excel, Outlook, PowerPoint, etc.)
- Able to learn Salesforce, ArcGIS Desktop, Eventbrite and other computer programs

Preferred Qualifications

- Master's degree in horticulture, forestry, or related discipline
- Experience working with and managing volunteers



Compensation and Benefits

This is a full-time position starting immediately, with excellent benefits including health, dental, vision, retirement, paid holidays and time off. Final candidate will be subject to a background check at time of offer.

What you will need to apply

Please enter Director, Design & Advocacy in the subject line of your message and email the following items to Jon Lobeck, Human Resources Generalist at jobs@caseytrees.org:

- **Letter of interest**
- **Résumé**
- **Available start date**
- **Salary requirements**
- **Contact information for three references**

Equal Employment Opportunity Policy

Casey Trees is proud to be an Equal Opportunity Employer.