

Ecological Landscape Alliance Program Manager

New England Botanic Garden at Tower Hill, PO Box 598, Boylston MA 01505 508-869-6111

Direct Manager:	Director of Education		
Department:	Education	Job Category:	Full-time Exempt Benefits Eligible
Location:	Remote; North East/ Mid-Atlantic Region preferred	Travel Required:	Yes, regional
Salary:	\$58,000-\$60,000 per year	Apply at:	https://bit.ly/nebg-jobs

Position Summary

The *Ecological Landscape Alliance (ELA) Program Manager* is a full-time employee of New England Botanic Garden at Tower Hill (NEBG) who plays a key role in developing and implementing ELA's educational and membership programs. Under the direction of the Director of Education at NEBG, this position oversees the planning, coordination and execution of programs and member engagement. The role is supported in part by NEBG's Education Registrar and works closely with both NEBG staff and ELA Board Committees.

The Ecological Landscape Alliance educates, inspires, and empowers people to value biodiverse landscapes and employ ecological practices. The overall goal of this position is to retain ELA's existing audience, while engaging new and diverse audiences. The successful candidate will have demonstrated enthusiasm for creating informal learning experiences that inspire joy and foster a connection with plants and nature.

Our Culture

- Be part of an exceptional, respectful, and inclusive workplace culture that values both high performance and work-life balance.
- Be welcoming to all staff and the public and respectful of staff differences and preferences.
- Work for an organization deeply committed to diversity, equity, inclusion, and accessibility (IDEA).
- Explore opportunities to attend IDEA workshops and initiatives that foster a culture of belonging across the organization.
- Enjoy comprehensive benefits, retirement savings options, generous paid time off, and holidays.

Responsibilities

- **Budgeting and Oversight**
 - Contribute to the ELA organizational budget development for education and membership programs in collaboration with the NEBG Directors of Education and Finance.
 - Manage the assigned budget and evaluate return on investment for all programming in terms of engagement versus expense.
 - Contribute to the development and management of grants and sponsorship opportunities.
 - Seek out new and leverage existing technology to enhance operational efficiency.

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- **Educational Program Management**

- Collaborate with the ELA Education Committee to develop, promote, and facilitate programs.
- Plan and deliver a year-round calendar of over 100 fee-based and free classes and activities for green industry professionals including tours, webinars, and workshops.
- Manage program logistics including scheduling, program format, instructor contracts, and registration pages.
- Oversee digital communications, including email marketing, social media, online event management, and publications.
- Create and implement an evaluation strategy for new and existing programs and utilize the feedback to alter, strengthen, and expand programming.
- Track program metrics (attendance and revenue), compile data, and generate reports.
- Develop new partnerships and utilize existing partnerships with outside organizations to enhance programming and reach new and diverse audiences.

- **Membership Program Management**

- Set and pursue membership program goals, working cooperatively with the ELA Membership Committee.
- Develop and implement strategies for member recruitment, retention, and stewardship.
- Oversee member communications and database management.
- Learn and effectively utilize association management and digital platforms to streamline processes and integrate systems for a cohesive member experience.
- Evaluate and update membership benefits and dues.
- Manage and interpret member data to inform strategic decisions and strengthen engagement and retention.

- **General**

- Work with an awareness of surroundings and be vigilant to any possible threat to the safety of staff and the public, ELA, or NEBG. Ensure all concerns are reported promptly.
- Comply with provisions of the current NEBG Employee Handbook, all published personnel policies and job description requirements.
- Perform additional duties and responsibilities as assigned.

Schedule

The *Ecological Landscape Alliance Program Manager* position is a salaried, full-time position and is exempt from overtime. The standard work schedule for this position is 40 hours per week. This position requires flexibility and the ability to work occasional weekends and evenings to support program operations. This position is fully remote but requires occasional regional travel and outdoor work for program oversight.

Physical Demands / Working Conditions

- Primarily office-based; occasional walking and standing required for outdoor programs.
- Occasional evening and weekend hours for virtual and/or in-person events or meetings.
- Occasional regional travel is required.
- Must be proficient with standard office and communications technology.

Note: Duties described above, other duties and physical demands have been identified as essential functions as required by the Americans with Disabilities Act.

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Qualifications

- Experience in financial oversight, budgeting, and operational planning in a non-profit setting preferred.
- At least five years' relevant work experience in adult education programming or a bachelor's degree in education, museum education, environmental studies, landscape ecology, or related field and three years' relevant experience.
- Minimum of one year of experience in a management or supervisory role.
- Experience planning, developing, teaching, marketing, and evaluating classes, resources, or experiences for an adult audience.
- Knowledge of current ecological landscape practices and trends.
- Able to speak and write effectively to ensure functional communication with co-workers, community partners, and program attendees.
- Strong writing skills, attention to detail, and high standards for quality and accuracy.
- Adaptable and flexible; can shift gears comfortably and embrace change.
- Demonstrated ability to work both independently and as part of a team to organize and manage multiple projects simultaneously in a fast-paced environment.
- Proficiency in Microsoft Office and Google Suite, experience with customer relations software and databases.
- Commitment to the mission of New England Botanic Garden and the Ecological Landscape Alliance.