



**Program Manager**  
***Regional Programs and Communications***  
**(Based in Nevada)**

**POSITION DESCRIPTION**

**ABOUT GREEN SCHOOLYARDS AMERICA**

Green Schoolyards America partners with school districts and public agencies across the U.S. to establish large-scale living schoolyard programs that transform school grounds into ecologically-rich, park-like green spaces. Our goal is to improve children’s health, learning, and happiness while contributing to communities’ ecological and climate resilience. We are working to change the norm for school ground design, use, and management so that all children will have access to the natural world in the places they already visit on a daily basis. We center equity in our work and collaborate with communities that have the greatest need for educational, environmental, health, and open space improvements. Our team develops and implements programs that shape and support the living school ground movement. We build relationships that help the movement succeed, and work to embed green schoolyard perspectives in our existing institutions and policy frameworks.

Green Schoolyards America’s work is highly interdisciplinary and sits at the intersection of the environmental, health, education, city planning, and public policy fields. The problems we are trying to solve are larger than any single organization can address alone, so we convene and lead large-scale, collective impact initiatives that align many organizations and institutions to work toward robust, enduring systems change solutions. We value the power of the written word and share our ideas through professional presentations and written materials including books, articles, webpages, newsletters, policy guidance, and more.

**POSITION SUMMARY**

In collaboration with staff and partners, Green Schoolyards America’s Program Manager of Regional Programs and Communications will support the expansion of the National Schoolyard Forest System® to Nevada and other states, as well as organization-wide communications. The Program Manager will serve as a key point of contact for state-level partners including the Nevada Division of Forestry, the Nevada Department of Education, school districts, and other organizations and agencies. The Program Manager will collaboratively identify key stakeholders, develop partnerships, identify schools with the highest need, analyze barriers and opportunities, and work with stakeholders to develop action plans that address these barriers as well as state-specific considerations to ensure the long-term sustainability of schoolyard forests in Nevada and elsewhere.

The Program Manager will support Green Schoolyards America’s communications through writing in a variety of professional styles for different types of public communications such as social media, websites, articles, slide decks, and newsletters, and for different types of audiences. They will also support the development of more formal communications such as policy briefs, letters to government policy makers, and grant applications.

The Program Manager reports to the Vice President and supports the Associate Director of Development and Communications.

### **COMPETENCIES**

Green Schoolyards America's Program Manager is a detail-oriented, highly organized person who possesses a high degree of energy and initiative to set and achieve goals. They will have strong project and program management skills and an ability to work collaboratively with partners. In addition, the Program Manager will excel at writing and editing, and is excited to craft language and public messages that further Green Schoolyards America's mission, vision, and goals.

### **JOB RESPONSIBILITIES**

Green Schoolyards America's Program Manager will be responsible for providing support in the following areas.

#### **Program Coordination (~80%)**

The Program Manager will support the growth of the National Schoolyard Forest System® to new states, with a focus on Nevada. This may include:

- In coordination with GSA leadership, working to further the mission of the organization by representing Green Schoolyards America as a spokesperson with agencies, school districts, nonprofit partners, and other supporters and stakeholders
- In coordination with GSA leadership, managing and executing Schoolyard Forest System® projects in Nevada and other states as needed, such as GIS tree canopy equity mapping, focus group and policy research, development of online resources, state and district action plans, and partnership building
- In collaboration with GSA leadership, coordinating and supporting Nevada-related projects across functions, as needed
- Tracking Nevada project budgets, schedules and deliverables per Nevada-related grants
- Managing interns and volunteers as needed to deliver work
- Organizing meetings and events including planning and logistics, such as preparing agendas, presentation materials, meeting notes, and other follow up tasks
- Providing project administrative support in coordination with our Finance and Operations Manager

#### **Communications (~20%)**

The Program Manager will also support our communications work in coordination with our Associate Director of Development and Communications to advance our mission, vision, and organizational goals.

This may include:

- Implementing and monitoring strategic communications and social media campaigns that will further our programmatic, policy, and fundraising objectives
- Creating communications collateral and content across all communications platforms
- Reviewing and editing a wide variety of content
- Preparing and disseminating articles and newsletters
- Ensuring content adheres to our current brand guidelines and communications standards
- Updating and maintaining our newsletter subscribers and distribution lists databases
- Updating and editing our website and online resource library

- Defining key performance indicators for each communications channels and tracking statistics on our communications platforms, Developing and managing a communications calendar for the organization
- Supporting media kit development for current campaigns
- Reviewing and editing fundraising materials such as grant applications and materials

**REQUIRED QUALIFICATIONS**

- Strong commitment to Green Schoolyards America’s mission and a personal commitment to the environment and children’s well-being
- Resident of Nevada, with strong knowledge of its public schools and tree planting or urban forestry fields
- At least 3-4 years of experience in positions with progressively increasing responsibility, preferably in the nonprofit/environmental fields
- Very strong project management and stakeholder engagement skills with the ability to collaborate in a positive, constructive, and effective manner
- Excellent written and verbal communication and presentation skills and ability to develop creative and engaging content for a variety of audiences
- Detail-oriented with excellent proofreading and copyediting skills
- Results-driven achiever and flexible contributor with strong planning, tracking, and organizational skills; self-motivated to complete work in a timely manner with minimal oversight
- Demonstrated commitment to valuing diversity and contributing to an inclusive working and learning environment
- Collaborative approach, with an aptitude for interpersonal rapport-building
- Graphic design proficiency in order to develop communications collateral using our brand guidelines
- Demonstrated ability with Microsoft Office (Word, Excel, PowerPoint), Google Drive (Docs, Sheets, Slides, Forms), and Adobe Creative Suite (mainly InDesign, Acrobat and Photoshop)

**DESIRED QUALIFICATIONS**

- Understanding of GIS mapping
- Bachelor’s degree from four-year college or university

**LOCATION**

This position is based in either Las Vegas or Reno, Nevada. We have office space available in Las Vegas, otherwise the position will be from the employee’s home office. This position involves occasional travel within Nevada and California. The Program Manager may need to attend in-person meetings in Las Vegas, Reno, or another part of Nevada. The employee must have access to a strong internet connection, a vehicle, and must have the ability to travel when needed.

**COMPENSATION**

Classification: This is a full-time, exempt position

Salary: Salary is commensurate with experience and takes into account the cost of living where the employee is located. The Las Vegas area full-time salary range for this position is \$55K–\$65K at 100% FTE.

Benefits: Health, dental, vision, and life insurance; 403b retirement plan available (optional)  
Paid time off: Holidays, vacation, sick leave

Green Schoolyards America is a fiscally sponsored project of Earth Island Institute. As such the Program Manager will be an employee of Earth Island Institute.

Earth Island does not unlawfully discriminate against employees or applicants because of race, color, religion, religious creed, sex (including pregnancy, breastfeeding, childbirth, or related medical conditions), national origin, ancestry, age, marital status, physical disability, mental disability, medical condition, genetic information, gender, gender identity, gender expression, sexual orientation, military and veteran status, or any other basis protected by state or federal laws, local law, or ordinance.

### **TO APPLY**

If you are interested in being considered for this position, please fill out the application form at <https://www.greenschoolyards.org/program-manager-nv> be sure to include a cover letter, resume and writing sample.

This position is open until filled.