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# Appendix - Job Descriptions

## Administrative

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### Administration Director

Plan, direct, or coordinate the administrative services of an organization, such as records and information management, mail distribution, transportation, facilities planning and maintenance, procurement, food services, human resources, information technology, risk management, and other office support services.

### Administrative Assistant

Perform routine clerical and administrative functions such as drafting correspondence, scheduling appointments and travel, organizing and maintaining paper and electronic files, updating databases, or providing information to callers. Prepares and formats reports, presentations, program materials, and other documents as necessary using the full suite of office productivity software.

### Office Manager

May supervise the work of other Administrative Assistants as part of their responsibilities. Performs routine clerical and administrative functions such as drafting correspondence, scheduling appointments and travel, organizing and maintaining paper and electronic files, updating databases, or providing information to callers. Prepares and formats reports, presentations, program materials, and other documents as necessary using the full suite of office productivity software.

## Advocacy / Government Affairs

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### Government Relations / Lobbyist / Policy Advocate / Policy Analyst

Represent the organization before congress, executive agencies, local and state/province governments, and coalition groups on assigned legislative and regulatory issues. Monitors relevant legislative and regulatory issues on a daily basis. Conducts background research for the purpose of preparing written material, preparation for meetings, etc. Develops and maintains solid relationships with appropriate congressional, federal regulatory, local and state/province governments, and coalition staffs. Develops and maintains effective working relationships with elected officials and lobbies on behalf of the organization's interests and goals. Develops and maintains a working knowledge of proposed legislation and analyzes its impact on the organization's programs. May provide research and policy analysis support to senior government relations staff. May provide services that influence the outcome of legislative, planning, and policy initiatives at the federal, state, province, county, and municipal levels.

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## Appendix - Job Descriptions (continued)

### Grassroots Advocacy / Campaign Manager

Provides strategic grassroots consultation and training to field staff and/or volunteers in order to support and expand the organization's grassroots organizing capacity which includes recruitment, engagement and retention of field staff and/or volunteers. Is involved with national and affiliate volunteer leadership, senior management, government and other nonprofit organizations with which the organization might partner or network.

### Communications / Marketing

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#### Marketing Coordinator

Coordinate marketing programs in support of an organization's programs and services. Participate in the development and implementation of marketing activities including advertising creation and placement, market research and analysis, brand management and promotion, and customer identification and segmentation.

#### Public Relations Director

Plan, direct, or coordinate activities designed to create or maintain a favorable public image or raise issue awareness for an organization's mission, programs, fundraising activities, services, and brand. May be responsible for brand management and promotion. Responsible for managing media events and activities, press and media contacts, public image campaigns, spokesperson training, and the creation of communication materials and public position statements. Often serves as a spokesperson for the organization with the media. May supervise other communication/public relations staff.

#### Public Relations Manager

Plan, direct, or coordinate the communications/public relations activities for a specific program, division, or region within the organization, or a small organization. Markets and promotes the organization's goals and objectives to develop community support. Develops and oversees execution of public and media relations programs, including writing and distributing press releases and alerts; creating and maintaining media contact lists; cultivating ongoing and special-events coverage; supporting and working collaboratively with communications practitioners on PR/media opportunities; tracking results of PR efforts; and providing media training for organizational representatives. May serve as a spokesperson for official response to media inquiries. Typically does not supervise other staff.

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## Appendix - Job Descriptions (continued)

### Conservation / Environmental Programs

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#### Community Organizer

Facilitate the recruitment, organization, and engagement of a broad base of individuals, groups, and organizations in support of a cause, movement, or initiative. May be responsible for developing strategies and action plans, creating informational materials, building relationships with community leaders, public officials, media, business leaders, and consumer groups, coordinating advocacy events, organizing campaigns and coalitions, and training volunteers.

#### Environmental Sustainability Educator

Responsible for making people aware of environmental issues, promoting conservation and sustainability. Often charged with enhancing the public's enjoyment of the environment through teaching and interpreting the natural world. Involved in curriculum design; promotes programs to target audiences through flyers, websites, and newsletters; teaches groups and interprets the natural environment for them on-site by leading guided walks and answering visitors' questions or teaches sustainability principles; organizes educational events and activities to raise awareness of environmental issues; trains others in the use of resources and in delivering educational sessions; recruits, supervises, and works with volunteers; acts as a point of contact for teachers responding to requests for information on educational issues; evaluates the effectiveness of programs; and manages budgets for projects and educational programs.

#### Land Easement Steward Specialist / Coordinator

The primary work is to monitor the conditions on the ground of conservation properties, easements, and trails. Monitoring often includes: invasive species, poaching, garbage dumping, road problems, squatting, illegal recreation development, and baseline scientific information. Duties typically include trail clearing, trail improvement (including building steps and erosion control structures), boundary marking, painting of structures, basic carpentry, and vegetation control (brush saw work, clipping, etc.). Often oversees a crew of volunteers. Although not directly responsible for public education, is often expected to interact positively with the public when there is an opportunity. With a crew, can move frequently, although occasionally works at the same site for more than one week.

## Appendix - Job Descriptions (continued)

### Land Protection Specialist / Coordinator

Serve as the main point-of-contact and project lead with private and public landowners for purposes of identifying and protecting natural areas. Works on both fee title and conservation easement projects. Responsibilities often include fostering relationships with public and private landowners interested in permanent land protection; preparing all baseline documentation for land projects; working with conservancy lawyers to draft, revise, finalize, and record conservation easements and fee title transactions; and serving as conservancy liaison in key partnership with municipalities, ENGOs, and state/provincial and federal agencies. Often works with Executive Director and Stewardship Director to develop landowner outreach communication materials, participates in grant writing for land acquisition opportunities, and manages budgets and writes grants.

### Program Assistant

Responsible for assisting and supporting the planning and execution of the organization's programs. Provides general administrative support as well as customer service to all clients. Duties include correspondence, mailings, filings, inputting data and maintaining computer databases.

### Program Coordinator

Responsible for assisting and supporting the planning and execution of the organization's programs or a specific program. Provides general administrative support to these programs. Duties include research, initial data analysis, correspondence, mailings, filings, inputting data and maintaining program databases. Often engaged in program client communication.

### Program Director

Responsible for planning, coordination, and implementation of a comprehensive program to protect natural areas and habitat for rare and endangered plants, animals, and natural communities using a range of protection tools including gift, easement, purchase, lease registry, conservation brokerage, and cooperative projects with federal, state, and local government, conservation organizations, and other partners. Responsible for representing the organization in relationships and negotiations with government agencies and advisory committees.

## Appendix - Job Descriptions (continued)

### Program Manager

Responsible for developing, managing, and advancing the organization's programs, plans, and methods by region. Provides technical leadership and support to the operating unit, region, or organization. Plans and directs preserve management programs and stewardship. Addresses critical threats to natural systems and individual species, fosters cross-site learning among conservation community, supplies eco-regional planning teams with information for site portfolios, and develops and implements conservation strategies.

### Executive

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#### Chief Executive Officer / President / Executive Director

Senior most staff position in the organization. Responsible for formulating policies while providing strategic direction for an organization within guidelines set up by a board of directors. Plan, direct, or manage income development, advocacy, programs and services, finance, human resources, volunteerism, communications, marketing, information technology, and administration activities at the highest level of management with the help of subordinate executives and staff managers.

#### Chief Operating Officer / Associate Executive Director / Deputy Director

Directs and manages the activities of the organization in accordance with policies, goals and objectives established by the CEO/President/Executive Director and the Board of Directors. Ensures the achievement of short- and long-range goals for operations, human resources, financial performance, and growth. Reports to the CEO/President/Executive Director.

### Finance

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#### Accounting Clerk

Perform a variety of routine and some non-routine clerical/accounting functions in accordance with standard procedures in one or more of the following areas: general accounting, accounts payable, accounts receivable or related financial area. Reconciles bank accounts, posts information and balances general or subsidiary ledgers, processes payments and compiles segments of monthly closings, annual reports, etc. Contacts other departments and/or outside agencies to resolve problems.

#### Accounting Manager

Manage and performs various accounting activities such as developing, implementing and maintaining the accounting systems, policies and procedures; compiling, analyzing and reporting accounting data for management reports and decision-making purposes; may act as primary liaison with outside auditors and government agencies on contract issues. Manages monthly closings. May also oversee the work of accounts payable and/or accounts receivable. Often supervises staff members.

## Appendix - Job Descriptions (continued)

### Director of Finance

Manage the activities and personnel for all aspects of banking, cash transaction processing and short-term investment. Responsible for oversight of cash receipting, cash disbursement (inclusive of expense report processing), cash management (inclusive of banking, reconciliation, forecasting, and short-term investment), and note management (both receivables and payables). Oversees the organization's banking relationships, including commercial banking, wires, lockboxes, lines/letters of credit, and relevant treasury policies and procedures.

### Fund Development

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#### Development Associate (Generalist)

Plan, direct, or coordinate a wide variety of activities designed to raise income for a nonprofit organization. This position does not supervise other income development staff or manage a department. May be responsible for special events, direct mail, online giving, annual funds, memberships, foundation and corporate grants, sponsorships, major gifts, or planned giving.

#### Development Director

Responsible for the development, planning, design and implementation of various fundraising programs. Responsible for actively cultivating and soliciting new funding opportunities and development strategies for a broader base of donors. May be responsible for the cultivation, solicitation and acquisition of major gifts. May have responsibility for identifying potential grant opportunities and oversees the proposal preparation. May supervise employees or manage a department.

#### Events Manager / Specialist

Plan, create or manage one or more fundraising special events for an organization. Responsibilities may include: designing and developing new events; planning and scheduling; recruiting, training and managing volunteers; securing event venues, media coverage, equipment, entertainment, food, supplies, and security; promoting and marketing; obtaining corporate sponsorships and donated items/services; handling ticket sales; processing cash, credit cards or checks; budgeting; and donor acknowledgements.

#### Major / Planned Gifts Director / Manager

Identify, cultivate and motivate donors to make major gifts to an organization. May be responsible for collaborating with staff and volunteers to identify giving opportunities for major donors, recruiting, training and supporting volunteers during major gift initiatives, organizing events to involve and cultivate prospects, and tracking and reporting on the progress of all major gift activities.

## Appendix - Job Descriptions (continued)

### Membership Director / Manager

Plan, direct, or manage the membership program for an organization. Responsible for developing membership programs, benefits, and offerings, soliciting and attracting new members, retaining members and expanding participation, identifying new benefit offerings and unmet member needs, achieving revenue goals, database management, and member communication and engagement strategies. May supervise other staff members.

### Volunteer Coordinator

Coordinate operational and administrative activities for an organization's volunteer engagement program. May be responsible for identifying volunteer service opportunities, recruiting and training volunteers, recognizing volunteer contributions, equipping volunteers for leadership roles and new assignments, soliciting volunteer feedback, maintaining volunteer records, and producing communication materials.

## Human Resources

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### Human Resources Director / Manager

Plan, direct, or manage human resources activities of an organization. Position may encompass a broad range of responsibilities including staffing, training and development, compensation, payroll, benefits, performance management, employee policies and procedures, employee assistance, compliance with federal, state and local employment laws, or providing guidance to managers on HR related issues. May supervise other staff.

## Information Technology

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### Information Technology Director / Manager

Plan, direct, or manage the information technology activities for an organization. Areas of technical responsibility may include computer hardware, software applications, networks, databases, data processing, computer programming, system security, project management, user system training, and help desk. May be responsible for managing budgets, maintaining systems, planning, system implementation and staffing. May supervise technical staff.

## Legal

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### Attorney / Lawyer

Provide legal counsel or guidance to the organization; provides legal services to clients of advocacy or legal aid/legal defense organization; or provides legal services or counsel to individuals or organizations served by the nonprofit's mission. Requires admission to practice law/membership in the state bar.

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## Appendix - Job Descriptions (continued)

### Senior Attorney / Lawyer

Responsible for a team of attorneys and other legal staff providing expert legal services and assistance in structuring complex, high-risk activities. Provides legal consultation and advisory work on complex legal matters and projects. Reviews organizational documents that have legal significance, offering opinions on modifications that will enhance the organization's position legally. Counsels, assists, and trains staff in various legal matters involving the organization.

## Science

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### GIS Analyst

Build and maintain GIS databases. Use GIS software to analyze the spatial and non-spatial information in the databases. Analyze spatial data through mapping software. Design digital maps with geographic data and various other data sets.

### Researcher

Direct or manage the data collection, data analysis, report development, and project evaluation as part of an organization's research function. Responsibilities may include recruiting and screening research participants, designing and conducting surveys, collecting data through interviews and focus groups, performing statistical analysis on data, analyzing and interpreting qualitative and quantitative data, completing literature reviews, and preparing research findings for reports, presentations and publication. Leads the organization's research programs. Provides strategic direction and oversight for the implementation of all research programs including design, implementation, analysis and product development. May oversee the dissemination and publishing of research findings. Investigates grant opportunities, writes and develops grant proposals. Translates research findings into new initiatives.

### Scientist

Perform routine scientific work evaluating, selecting and applying standardized scientific procedures and techniques to assignments with clear, specific objectives. Assignments require investigation of a limited number of variables and few complex features. Limited exercise of judgment is required on details of work and in making preliminary selections and adaptations of alternatives. Collaborates with other scientists and scientific institutions to enhance the organization's practices.

## Appendix - Job Descriptions (continued)

### Senior Scientist / Scientific Program Manager

Determine scientific program priorities and funding levels as well as tracking research progress of funded grants. Assists in planning and managing research and industry grants, program projects, training award programs, and collaborations for the program. Helps in determining program priorities, goals and milestones that serve to drive performance of the portfolio to reach research goals. This position is in part responsible for tracking scientific progress as well as preparing analyses of research requirements and coordinating committees and programs.