South Mountain Conservancy
South Mountain Reservation Stewardship, Advocacy & Public Engagement

Role Description: Operations Director

May 2022

The Organization

South Mountain Conservancy (SMC) is volunteer-driven, non-profit 501(c)(3) corporation founded in March 2000. Our mission is to serve as steward and advocate for the South Mountain Reservation, a 2,110-acre park in Essex County, New Jersey. We work to preserve, protect, and restore its ecology, natural beauty, and infrastructure through our volunteer programs, promoting sustainable use, and informing public policy. We also sponsor many programs that promote public engagement. The Conservancy works in partnership with the Essex County Parks Department.

The Position

The Operations Director works closely with and is overseen by the SMC Chairperson. Within general parameters, this role works independently on a number of administrative duties that ensure efficient office operations and supports fundraising and outreach activities. The Operations Director also works independently on several other key tasks for the Conservancy related to marketing and its social media presence, program coordination, grant research and preliminary proposal writing, bookkeeping and accounting system inputting, store product fulfillment, and other miscellaneous tasks. It is a W-9 position requiring approximately 15-20 hours per week on a flexible schedule set by the individual and performed remotely as the Conservancy does not have an office. The Operations Director's specific responsibilities are:

Administration

- Respond to general emails.
- Update organizational calendars and manage office files and records.
- Prepare and distribute reports, minutes, and materials for Board meetings
- Attend quarterly Board of Trustees and Program Coordinator meetings and take meeting notes. (Generally, these meetings are remote.)
- Evaluate and purchase office equipment and supplies.
- Manage vendors, office supplies, shipping, and track price adjustments
- Troubleshoot operational problems (e.g., databases and email issues)
- Manage Mailchimp mailing list and keep up to date.
- Coordinate appeal mailings with SMC Board and other appropriate campaigns
- Coordinate partnerships and potential sponsorships, as needed.
- Aid in grant writing process, where needed.
- Coordinate special event planning and implementation.
- Occasional mail pickup at the South Orange Post Office.

Store Fulfillment

- Manage online store and shipping
- Integrate contact data into mailing lists

Membership/Donations

- Process contributions, prepare & send acknowledgement letters from templates, and follow up with contributors, as needed
- Make recommendations for retainment and growth of members to SMC Board based on analytics
- Manage donor database (Salesforce)
- Send out monthly membership renewal reminders and follow up, as necessary.

Marketing/Community Outreach

- Promote programs and organization mission through social media.
- Schedule programs and events across various platforms (Meetup, Facebook, Instagram, Eventbrite, and monthly e-Bulletin)
- Write monthly e-Bulletin and distribute via Mailchimp.
- Keep "News" section on website, www.somocon.org, up-to-date and relevant.

Program Coordination

- Have a working understanding of program missions and direct volunteer inquiries to appropriate program coordinators or to the SMC chairperson.
- Maintain a working calendar of all upcoming programs and special events.
- Assist programs and registration, when needed. This may involve some weeknights and weekends.
- Respond to registration inquiries in a timely manner, where applicable.
- Assist with program budgets, where needed.

Qualifications:

The Operations Director should be a self-starter, who is detail-oriented to accurately enter data, maintain organized records, and reliably complete work tasks. SMC requires candidates who take ownership of responsibilities and see tasks through to completion even when they require further investigation to resolve. The ideal candidate can work both independently, but also work as a team member and seek partnerships, as needed. There is minimal oversight on a day-to-day basis. Strong candidates will also be enthusiastic about engaging the public and planning events. SMC seeks an individual who takes initiative to identify and assess problems, recommend solutions, improve outcomes, create efficiencies, and recognize how this role fits into and impacts the organization's operations and mission.

Ideal candidates will have the following:

- Genuine interest in South Mountain Conservancy's mission of preserving, protecting, and restoring South Mountain Reservation.
- General understanding of ecological issues facing small, fragmented forests (e.g., invasive species, unsupportable deer populations, declining native populations.)
- Minimum of 2 years of relevant experience and demonstrated success in general office management, clerical, and administrative skills.
- Minimum of 2 years of experience in customer service, event planning, or other relevant public-facing roles
- Proficiency with Microsoft suite and computer skills; knowledge of databases
- Excellent written and oral communications
- Strong interpersonal skills, integrity, and professionalism
- Meticulous organization, attention to detail, and ability to multitask and prioritize.
- The Operations Director is expected to work from home and store SMC related materials.

Compensation:

SMC offers a competitive pay rate, commensurate with experience, and a flexible work environment. This position is expected to be compensated between $19-$23 per hour. It is a W-9 position.

To Apply:

Please email your cover letter and resume to **Dennis Percher at chair@somocon.org.** The position will remain open until filled, however applications are encouraged by June 24, 2022. Additional information about South Mountain Conservancy and its programs can be found at www.somocon.org.