

Programs Director

Water Education Colorado
1600 Downing St. Suite 200
Denver, CO 80218



Position Type: Full-Time, Salaried, Exempt

Target Start Date: January 2023

Application Deadline: Applications open until position filled

Application Requirements: Cover letter outlining qualifications, accomplishments, and interest in the position, resume, 3 professional references and their letters of recommendation. Send all application materials to jobs@wateredco.org.

Organizational Background

Water Education Colorado (WEco) is a 501(c)3 nonprofit organization providing policy-neutral news and informational resources, engaging learning experiences, and empowering leadership programs focused on Colorado's most critical natural resource: water. Since 2002, we have been working statewide to ensure Coloradans are knowledgeable about key water issues and equipped to make smart decisions for a sustainable water future. We have a trusted reputation in and outside of the water sector, and are widely considered the leading organization for informing and engaging Coloradans on water.

Our programs target a range of audiences in service of our mission, including lawmakers and other decision makers, water sector professionals, business leaders, students, educators, and interested community members. We publish *Headwaters* magazine and the Citizen's Guide series, offer the annual Water Fluency and Water Leaders programs, convene and support the Water Educator Network, provide a variety of tours, workshops, webinars and outreach events, and co-host the annual Sustaining Colorado Watersheds conference, among other activities. We collaborate with partner entities around the state to accomplish our programs and strategic goals. Increasingly, we are working to reach underserved audiences across the state with a focus on equity and inclusion.

Position Summary

The Programs Director plays a critical role in achieving WEco's mission by leading planning, marketing and implementation of all of WEco's major programs. This is a key leadership role within the organization. Primary responsibilities include strategy, management and reporting for programs, program staff oversight, and partner cultivation.

The Programs Director will maintain WEco's strong reputation as a trusted resource in offering a core suite of engaging information, education and leadership programs, while also developing new opportunities to carry out the organization's mission.

The position reports to the Executive Director, and supervises 2-3 additional program staff as well as several independent contractors.

Responsibilities

Provide Strategy and Management for all Programs

Lead and oversee strategy, planning, marketing and implementation for all of WEco's major programs, including Water Leaders, Water Fluency, Publications, Water Educator Network, SWEAP, Tours and the Sustaining Colorado Watersheds Conference

- Develop and monitor a long-term strategy that aligns with WEco's current strategic plan for information, education and leadership programs, including maintaining our trusted policy-neutral reputation and brand excellence; tackling relevant, challenging topics; maintaining the "edgy" factor; utilizing new technologies; and expanding reach to new and under-reached audiences.
- Lead development and execution of annual program plan that fulfills the long-term strategy.
- Prepare, plan and monitor programs from inception to completion, supervising, advising and collaborating with program managers, coordinators and contractors, and filling gaps as needed.
- Lead educational programs and events for various audiences.
- Develop and adhere to program budgets.
- Manage daily operations to support and implement program objectives.
- Assist in the creation of marketing initiatives to increase awareness of programs and grow participation and reach.
- Set specific targets for expanded program reach and implement strategies to meet those targets.
- Ensure smooth functioning of current programs; identify and mitigate program risks.
- Set and track program goals, progress and performance.
- Develop creative program alternatives to implement.
- Help secure and manage program funding.
- Keep programs aligned with WEco's mission.

Evaluation and Reporting

Implement evaluation, monitoring and reporting for programs to measure and communicate their impact and reach and continually improve

- Use outcomes-based program development, evaluation, tracking and reporting to assess and communicate the impact and reach of programs, including through an annual impact dashboard and grant and sponsor reports.
- Support the development of new evaluation instruments and refinement of existing ones to measure the impact and reach of programs.
- Analyze evaluations and indicators to provide detailed recommendations to continue to improve programs and be responsive to the needs in the community.

Community Relationships

Cultivate partner relationships and represent the organization in the community to increase visibility and participation

- Maintain and grow relationships across Colorado to expand WEco's programs and presence.
- Attend and present at conferences to continue deepening understanding of water, represent Water Education Colorado and our mission and programs, and increase WEco's visibility.
- Use programs to engage existing and gain new members for WEco.
- Attend WEco member and supporter events and programs

Additional Administrative Duties

- Manage the Board of Trustees' Program Development Committee.
- Attend, participate and report out to the full Board of Trustees at its meetings three times per year.
- All other duties as assigned.

Required Qualifications

This position requires a passionate and hard-working leader and team player, who takes initiative and brings creativity and strategic vision to WEco's program areas. Past management experience overseeing both projects and staff and the ability to drive productivity to achieve program objectives a must.

Education and Previous Experience

- Bachelor's or Master's degree in natural resources, environmental science, communications, or similar field
- Minimum 5 years of relevant experience in program management
- Minimum 3 years of experience managing staff and contractors
- Experience with event planning and logistics management

Skills, Qualities and Abilities

- Possesses a strong understanding of Colorado water management, science, and policy
- Embraces a policy-neutral approach to education and information programs
- Strategic and innovation-minded, to help design programs to accomplish strategic goals
- Highly organized, self-motivated, and enthusiastic in the pursuit of excellence
- An empathetic leader who takes initiative and motivates others
- Solid project management skills, including budgets, timelines and team management
- Strong business sense
- Ability to engage and work effectively with a broad set of individuals and interest groups
- Excellent written and verbal communication as well as customer service skills
- Comfortable and confident presenting to large groups
- Exhibits an authentic commitment to equity and inclusion in the workplace and in the field

- Basic accounting and data management skills
- Computer usage, including proficiency with Microsoft applications, Google applications, and experience with databases and email marketing software
- Availability for intra-state travel on as much as a twice-monthly to weekly basis during the busy program season, including some overnight activities
- Valid driver's license and ability to drive required

Physical Requirements

Job duties include a general office environment, spent sitting and operating a computer and other office machinery. Field programs may require the transportation of equipment and supplies. Must be able to occasionally lift up to 50 pounds, for transporting program materials and other needs. Must be able to read, write and communicate fluently in English. Spanish fluency is an added plus.

Compensation and Accountability

This is a full-time salaried, exempt position with competitive benefits, including generous paid time off; 75% employer paid health, vision, dental, and life insurance; plus 4% employer contributions to a retirement plan. Salary range \$68-78K, commensurate with background and experience, with opportunities for growth dependent on performance and budget. The position requires travel, overnight and, less frequently, some weekend activities, though most duties will be performed during regular business hours. Travel is compensated. Following an introductory training period, telecommuting and flex-time is allowed. Currently all staff are required to work two days per week at the WEco office at 1600 N Downing St. Suite 200, Denver, CO 80218. WEco will be moving to the CSU SPUR campus at the National Western Center in January 2023. The position reports to the Executive Director.