

GREENSCAPE OF JACKSONVILLE, INC.

POSITION DESCRIPTION

Program and Operations Director

Full-Time • In-Person • Jacksonville, FL

Salary: \$60,000 – \$72,000, commensurate with experience

Benefits: Health benefit stipend; vacation, sick, and holiday PTO; comp time for Saturday hours

Reports To: Executive Director

ABOUT GREENSCAPE OF JACKSONVILLE

Greenscape of Jacksonville is Florida's longest running nonprofit organization dedicated to planting, protecting, and promoting trees across Northeast Florida. We work to expand our local urban tree canopy through community education, volunteer tree plantings, advocacy, and strategic partnerships - connecting environmental health with community resilience and equity.

Are you passionate about trees and community engagement? Join Greenscape of Jacksonville in our mission to expand Northeast Florida's tree canopy and grow our community of tree advocates.

POSITION SUMMARY

The Program and Operations Director is a critical senior role responsible for implementing Greenscape's programs and managing the organization's day-to-day operations. This position works in close partnership with the Executive Director, who sets strategic direction, leads fundraising, and serves as the primary external representative of the organization.

The Program and Operations Director translates that direction into execution - running programs, managing logistics, maintaining financial records, supporting grant activity, coordinating volunteers, and ensuring organizational systems function smoothly. This is a highly capable, self-directed role suited to someone who thrives on operational ownership, community engagement, and mission-driven work in a small, high-impact nonprofit environment.

ESSENTIAL FUNCTIONS

1. Program Management & Delivery

- Manage the daily operations of all programs in coordination with the Executive Director (ED): volunteer tree plantings, tree maintenance, community outreach and education, and school programs
- Implement programming priorities set by the ED, ensuring all projects are on time, on budget, and meeting grant requirements
- Develop metrics, tracking tools, and reporting systems to document and assess program outcomes
- Assist in identifying new program opportunities and partnerships in collaboration with the ED and community liaisons

- Assist with coordination of public meetings, stakeholder events, and presentations as directed by the ED
- Communicate and collaborate across the organization to ensure program alignment with organizational goals

2. Grant Management & Reporting

- Support the ED in researching and preparing grant applications, including drafting narratives, compiling data, and assembling required documentation
- Serve as primary manager of active grants once awarded: tracking deliverables, managing timelines and budgets, and ensuring compliance with funder requirements
- Prepare and submit grant progress reports and final reports in coordination with the ED
- Maintain organized documentation and program data to support reporting and future applications

3. Volunteer Coordination & Tree Plantings

- Recruit, manage, and communicate with volunteers using Bloomerang
- Coordinate all planting logistics: sign-in sheets, release forms, supplies, snacks, site setup, and volunteer assignments
- Assist, in coordination with ED, in tree species selection and site visits with program team and partners
- Track and report volunteer hours and attendance for program documentation and grant reporting
- Produce i-Tree reports to document environmental benefits of newly planted trees
- Invite and engage city council members, school officials, and community stakeholders in events, as coordinated with the ED
- Attend plantings and volunteer events to provide on-site coordination and participant recognition

4. Tree Giveaway Program

- Support ED in planning and execution of the annual Tree Giveaway event, including species selection, procurement, delivery logistics, and staging
- Coordinate and manage volunteers for event day operations
- Produce and manage all print materials: tree menus, species tags, signage, and promotional flyers
- Ensure a high-quality participant and volunteer experience consistent with Greenscape's community mission

5. Financial Management & Bookkeeping

Using QuickBooks Pro, this position manages all bookkeeping functions and prepares financial information for the ED, Treasurer, and Finance Committee:

- Full-cycle accounts payable and accounts receivable
- General ledger maintenance and regular bank statement reconciliation
- Monthly close and preparation of financial statements (P&L, balance sheet) for ED and Treasurer review
- Payroll processing, payroll tax preparation, and 941 filings
- Annual preparation of W-2, W-3, 1099, and 1096 forms
- Coordination with CPA to provide documentation for federal returns and year-end audit; the ED oversees the audit process

- Assists ED and Treasurer with operating budget preparation by providing financial data and analysis
- Annual filing of City and State charitable solicitation permits and uniform business reports

6. Fundraising Event Support

- Provide operational support for all major fundraising events including the annual Root Ball gala and Holiday Ask campaign, as directed and evaluated by the ED
- Manage event logistics: ticketing, vendor coordination, silent auction/raffle reconciliation, day-of operations, and breakdown
- Oversee procurement and implementation of event management software and event website development
- Coordinate with graphic designers on event collateral, invitations, and save-the-date materials
- Manage donor acknowledgement letters and pledge tracking in coordination with the ED
- Prepare and maintain accurate donor listings for recognition purposes

7. Donor Database Management (Bloomerang)

- Maintain and optimize the donor and volunteer database in Bloomerang
- Run queries and produce reports for donor segmentation, mail merges, and targeting to support ED-led fundraising efforts
- Track engagement metrics and provide data-driven reports to support the ED's development strategy
- Install software upgrades and ensure ongoing data integrity
- Support donor relations at events: welcoming attendees, thanking contributors, and providing a positive donor experience

8. Communications & Marketing Execution

- Execute email marketing campaigns for fundraising, events, and programs under the ED's direction and marketing plan
- Update and maintain the organizational website as directed
- Produce print and digital materials using Canva and Microsoft Publisher: flyers, brochures, annual fund materials, invitations, and programs
- Prepare presentations for board meetings and community events as needed
- Manage small-scale mailings including merging, printing, stuffing, and distribution

9. Board & Administrative Support

- Support the ED in preparing materials and agendas for monthly Executive Committee and Board of Directors meetings
- Draft general correspondence, memoranda, and board orientation materials as directed by the ED
- Order supplies and manage procurement for office, planting, and event needs
- Answer and direct phone calls; manage general office communications
- Other duties as assigned by the ED

10. Technology & Office Management

- Evaluate and recommend software and hardware needs; implement upgrades and troubleshoot general issues, as needed
- Perform regular data backups and maintain digital file systems

- Coordinate building maintenance with the San Marco Preservation Society and City of Jacksonville
- Export and import data across software applications to produce reports

REQUIREMENTS

Education & Experience

- Bachelor's degree in environmental science, ecology, education, nonprofit management, or a related field; additional industry-specific training or certification desirable
- Minimum 3 years of experience managing programs related to urban forestry, ecology, environmental education, and/or nonprofit management, or a related field
- Experience in environmental science, arboriculture, or nonprofit management strongly preferred
- Demonstrated proficiency in QuickBooks Pro or equivalent accounting software
- Experience supporting or managing grants preferred

Knowledge

- Understanding of the ecosystem benefits of trees and ability to communicate those benefits to diverse audiences strongly preferred
- Understanding of trees as tools for environmental justice, climate resilience, and green infrastructure strongly preferred
- Familiarity with urban forestry metrics and tools (i.e. i-Tree) strongly preferred

Other Requirements

- Must reside in Northeast Florida
- Valid Florida driver's license and good driving record
- Availability to work some Saturdays and evening events; comp time provided for Saturday hours
- Ability to lift at least 25 lbs.; comfortable working outdoors in Florida weather
- Must pass a background check

SKILLS & COMPETENCIES

Technical Skills

- Proficient in Microsoft Office Suite (Word, Excel, Outlook, Publisher, PowerPoint)
- Proficient in QuickBooks Pro
- Proficient in Bloomerang donor/volunteer database highly desired
- Proficient in Canva and Google Drive
- Experience with event management software and website content management
- Ability to export, import, and synthesize data across software platforms

Professional Competencies

- Strong people, project, and volunteer management skills
- Excellent written and verbal communication skills
- Cultural awareness, sensitivity, and commitment to environmental equity
- Ability to take initiative, self-direct, and manage multiple priorities with limited oversight

- Collaborative working style and effective relationship-building with city, nonprofit, and community partners
- Financial acumen and comfort with full-cycle bookkeeping and compliance
- Mission alignment and genuine passion for Jacksonville's urban tree canopy

Greenscape of Jacksonville is an equal opportunity employer and does not discriminate on the basis of race, color, religion, creed, gender, gender expression, age, national origin, ancestry, disability, marital status, sexual orientation, or military status. We encourage applications from candidates of all backgrounds, particularly those with lived experience in the communities we serve.