

Virginia Association for Parks

Title: Program Administrator

Position Type: Part-time, contract position

Location: Remote, anywhere in Virginia

About VAFP

The Virginia Association for Parks (VAFP) was launched in 1997 to strengthen park volunteer groups. VAFP is now the nonprofit umbrella organization for citizen support organizations (“Friends Groups”) and individual volunteers supporting parks across the Commonwealth, namely Virginia State Parks. VAFP actively advocates park issues and offers free technical advice to those who wish to form new Friends Groups (FGs). VAFP also conducts semi-annual conferences with training and networking opportunities.

VAFP’s mission is to support and give voice to those who love Virginia’s parks.

Two of our top priorities are to:

1. Help the park system secure sustainable funding.
2. Build the capacity of our constituent Friends Groups.

To date, our approach has focused heavily on advocacy, which we plan to continue. However, we also wish to broadly champion Virginia’s parks by providing further support in other areas. Additionally, we look forward to growing our membership base and related engagement.

Program Administrator

To-date, VAFP has been an all-volunteer organization with no paid staff. However, the Board is looking to hire a part-time Program Administrator to assist with several areas that are critical to VAFP’s growth.

Position Summary

As the only paid staff member, the Program Administrator will wear many hats and coordinate a variety of initiatives for the organization. With guidance from the Board of Directors, the Program Administrator is responsible for handling a range of administrative, membership, communications, and programmatic tasks. Serving in a general support function, the Program Administrator should be flexible and willing to assist the Board as needed. While this role requires someone who can thrive in a supportive capacity, creativity and leadership skills are also welcomed and valued.

Scope of Work / Primary Responsibilities

- **GENERAL ADMINISTRATION (10%)**
 - With guidance from the Board, create and implement a work plan to assist VAFP in following their strategic plan. Track related progress and provide updates.
 - Facilitate [monthly/bi-monthly] Board (virtual) meetings, producing relevant supporting materials such as meeting agendas, reports, and presentations.
 - Support Board by providing information/reports needed for fundraising efforts.

- **MEMBERSHIP (30%)**
 - Serve as primary point of contact for VAFP members.
 - Maintain database and lists of VAFP members and FG members.
 - Work with Board to develop and facilitate opportunities (e.g., programs, events, committees, meetings etc.) to engage members throughout the year.
 - Support development of a membership incentive program/tiering system.
 - Solicit new VAFP members, with a goal of increasing diversity among members.
- **COMMUNICATIONS (30%)**
 - Manage VAFP's communication channels to include website, email account, and Facebook page.
 - Update and regularly maintain VAFP's website, Facebook page, Flickr page, etc.
 - Produce member/partner emails and newsletter (monthly – quarterly).
 - Develop/update organization marketing materials (e.g., VAFP brochure) as needed.
- **ADVOCACY INITIATIVES AND PROGRAMS (20%)**
 - Collaborate with Board to:
 - Outline an annual advocacy plan with specific tasks and a timeline.
 - Support development of advocacy resources (e.g., legislative priorities, legislator outreach, bill tracker etc.).
 - Support development of advocacy training sessions and related materials.
 - Lead organizing of virtual and in-person advocacy events to include scheduling with legislators and coordinating advocates.
 - Leverage/approach community partners to coordinate efforts.
- **NETWORKING AND TRAINING PROGRAMS (10%)**
 - Think creatively to encourage and facilitate member and partner participation in the development of new programming and training content.
 - Take the lead on coordination of annual conference and member events, facilitating content development and supporting logistics.

Experience & Personal Qualities

We value the following experience and personal qualities:

- Passion for the outdoors and public lands. Strong knowledge of Virginia's park system preferred.
- Passion for collaborating with a diverse set of stakeholders and a unique ability to move projects forward, while leading without authority
- Commitment to VAFP's focus on building capacity and securing sustainable funding for parks.
- Volunteer and/or member management experience helpful
- Minimum of 4 years of relevant professional experience
- Experience serving in contract role or in an independent contractor capacity preferred.
- Sound judgement in prioritizing most important tasks and ability to manage time wisely
- Ability to both take direction and take the lead
- Outstanding written and oral communication skills
- Demonstrable track record as an energetic, flexible, self-starting team player
- Familiarity with and experience using various software and programs to include Google Suite (Gmail, Drive, Docs, Sheets, Slides, Forms, etc.), Canva, MailChimp, etc.

- Strong Microsoft Excel and/or Google Sheets skills preferred
- Experience with project management software (e.g., Asana) or tools valuable

We do not expect candidates to meet all these criteria. We encourage you to apply if you have interest in the position and foundational skills to perform well in the role.

Term

This part-time contract position is expected to require 10-20 hours per week on average. Needs may vary from one week to another and there is flexibility in how many hours are worked each week.

The Program Administrator position is initially funded for 6 months, with an expected start date in March 2024.

Based on the availability of funding and an evaluation of the outcomes achieved, there is the possibility of renewing the contract and/or expanding the scope of the role after the initial contract period.

Compensation

This position will be compensated at an hourly rate of \$25 per hour.