Making life better on the Esplanade.

Esplanade Association

**Job Title:** Programs & Volunteer Manager  
**Position Status:** Full Time, exempt  
**Reports to:** Director of Programs & Outreach

**Position Description:**
The Programs & Volunteer Manager oversees a comprehensive, multifaceted volunteer program, consistently seeking strategies and partnerships to expand both revenue-generating and in-kind volunteer participation. In addition, the position works closely with department and horticulture staff while managing a wide range of free educational, recreational, and cultural programs for the community.

**About the Esplanade Association (www.esplanade.org):**
The Esplanade Association (EA) is a 19-year-old non-profit dedicated to revitalizing, enhancing, programming, and maintaining the historic Charles River Esplanade in downtown Boston. The Esplanade is a 64-acre park revered for its natural beauty, riverfront access, miles of populated running trails, and thoughtful programming. Last year, the Esplanade Association launched the Lasting Esplanade Arbor Fund (L.E.A.F.) Initiative, curated three public art murals, produced nearly 70 high-quality events, and much more. It’s an exciting time to join a growing team at a small, visible, and successful non-profit!

**Responsibilities:**

**Volunteer Management:**

**Coordination—**
- Manage the annual volunteer calendar, communicating regularly with EA staff, DCR staff, and group volunteer coordinators regarding dates & most impactful activities for groups based on season and park needs
- Design and implement program evaluation tools with trackable metrics
- Manage the Individual Volunteer Program, including screening all individual volunteer applicants and communicating about event needs
- Collaborate across departments to assess volunteer needs and to identify qualified volunteer labor to effectively address the needs
- Manage and regularly update the database of corporate volunteer contacts
- Oversee annual budget for volunteer program, coordinating with the Horticulture Manager on in-park volunteer tool and equipment needs
- Serve as an additional field staff member at group volunteer events when requested by Horticulture staff due to group size
- Manage major community park serve events on behalf of the Esplanade Association

**Fee Management—**
- Develop new and build upon existing corporate relationships for program funding
- Consistently seek new strategies to grow volunteer program revenue
- Manage invoicing and follow-up with volunteer groups regarding fees owed
**Marketing—**

- Help develop compelling online and printed marketing materials to drive participation in the volunteer program, including a regular volunteer newsletter, working closely with Marketing staff
- Collaborate with appropriate staff to document each paid group’s work and to see that they are acknowledged for their contributions through owned media
- Develop creative strategies to showcase individual volunteers and share positive feedback from group volunteer coordinators, working closely with Marketing staff
- Translate annual volunteer data into useful metrics to communicate program impact and year-over-year comparability
- Manage staff uniform ordering process with oversight from Director of Programs & Outreach

**Programs:**

**Permitting—**

- Lead the DCR permitting process on behalf of the Esplanade Association, working closely with DCR and Esplanade Association staff
- Submit all permits and regularly follow-up on status of applications, communicating regularly with staff and third-party partners on dates secured or denied
- Revise permits as needed based on DCR feedback and fulfill any special permit requirements
- Coordinate with bookkeeper to properly document and track paid and outstanding event and program fee payments

**Programs—**

- Work closely with Department to ensure a wide range of cultural, recreational, and educational programs are offered for the community
- Maintain and build strong relationships with a wide-variety of third party partners to support fundraising, marketing, and program initiatives
- Lead registration at events and programs, coordinating with Department staff and individual volunteers to ensure all programs are fully staffed
- Manage load-in and load-out and provide general support and supervision over third party partners, vendors and sponsors accessing the park for programs and events
- Manage event site layout, sharing proposed site plans and coordinating with operations, programs, and horticulture staff to minimize impact of events on park
- Manage programs supply pick-up and storage
- Recruit and train seasonal program intern(s) and assistant(s)

**Operations—**

- Develop maps, directions, and operations standards to share with event hosts and program leaders in coordination with Department and Operations staff
- Lead site visits for interested event hosts
- Track park amenities (water, power, food truck hook-ups) in coordination with DCR and operations staff
- Other operations support, as requested

**Other—**

- Prepare updates and other materials for board meetings as directed.
- Perform other duties as directed or as needed.

**Qualifications:**

- 4-6 years of experience in event/program management and/or volunteer coordination or a demonstrated capacity to perform the responsibilities of the job
• Friendly, outgoing, knowledgeable, and thorough
• Exceptional organizational skills
• Ability to handle a variety of responsibilities simultaneously and to set priorities
• Strong attention-to-detail and follow-through
• Positive attitude
• Customer Service Mentality
• Comfortable working in a team-oriented environment
• Comfortable delivering information to large groups and public speaking
• Environmentally conscious
• Poised under pressure
• Flexible, adaptive, and open to change
• Polished writing skills, graphic design experience, and/or familiarity with map/layout creation each a strong plus.
• Passion for parks, recreation, and open space a plus!
• Will be required to complete a iCORi background check
• Experience working with children and/or volunteers a plus
• Proficiency in word processing, email, and internet research; Experience with Volgistics or similar volunteer management software a plus.

Logistics:
• Work hours are generally Monday through Friday (9a-5p) but will also require flexibility and an ability to work mornings, evenings, and weekends for events and meetings as assigned.
• Salary is commensurate with experience.
• Paid Time Off, Health, Dental, 401k, and Commuter benefits are available.
• Must have a valid US driver’s license
• Subject to Criminal Offender Record Information (C.O.R.I) check
• Willingness to work in both an indoor and outdoor setting
• Will need to bend, stoop, reach, carry, climb, and lift as necessary to perform assigned duties

Application Process:
• Please email cover letter, resume, and 2-3 references to: jobs@esplanadeassociation.org with job title in the subject line.
• Cover letter should include the answer to this question: “What is one of your favorite public spaces and why?”
• Each file name should include applicant’s last name.
• No phone calls, please.

The Esplanade Association is an Equal Opportunity Employer. The Esplanade Association does not discriminate on the basis of race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided on the basis of qualifications, merit, and nonprofit need.