
Esplanade Association

Job Title: Volunteer & Programs Coordinator
Reports to: Programs & Partnerships Manager
Position Status: Full-Time, exempt

Position Description:

The Esplanade Association is seeking a **Volunteer & Programs Coordinator** to oversee 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 coordinating 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 20-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 & cultivated beauty, riverfront access, miles of populated running trails, and thoughtful programming. In the last few years, the Esplanade Association launched the Lasting Esplanade Arbor Fund (L.E.A.F.) Initiative, curated three public art murals, produced nearly 75 high-quality annual events, advanced plans for a signature waterfront visitors center and two-acre landscape improvement at Charlesbank Landing, and much more. It's an exciting time to join a growing team at a small, visible, and successful non-profit!

Principal Responsibilities:

VOLUNTEER PROGRAM:

Coordination—

- Coordinate the annual volunteer calendar, communicating regularly with EA staff, DCR staff, and group volunteer coordinators regarding available dates and pre- and post- event communications
- Work closely with Horticulture staff to determine the best 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, tracking hours worked, and communicating regularly about event needs
- Collaborate across departments to assess volunteer needs and to identify qualified volunteers
- Control and regularly update the database of corporate volunteer contacts, including annual winter analysis and updates
- Announce the opening of the Volunteer Season at the beginning of each year
- Help oversee annual budget for volunteer program, coordinating with the Director of Park Operations on in-park volunteer tool and equipment needs
- Support field staff at group volunteer events when requested by Horticulture staff due to group size
- Manage 1-2 major community park service events annually on behalf of the Esplanade Association, advocating for the organization's stewardship goals
- Collect output data from Horticulture staff following each volunteer event
- Promote the benefits of sponsorship to corporate volunteer groups in follow-up communications

Fee Management—

- Develop new and build upon existing corporate relationships for program funding
- Consistently seek new strategies to grow volunteer program revenue
- Evaluate group rates annually and adjust where necessary
- Manage invoicing and follow-up with volunteer groups regarding fees owed

Marketing—

- Support the development of 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

PROGRAMS & EVENTS:

Permitting—

- Lead the DCR permitting process on behalf of the Esplanade Association for programs and events, 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 (ensuring trash removal, hiring medical support, etc)
- Coordinate with finance department staff to properly document and track paid and outstanding event and program fee payments

Programs—

- Work closely with Department to plan and staff a wide range of cultural, recreational, and educational programs for the community
- Maintain and build strong relationships with a wide-variety of third party partners to support fundraising, marketing, and program initiatives with special emphasis on groups promoting the organization's diversity, equity, inclusion, and access goals
- Lead registration at events and programs, coordinating with Department staff and individual volunteers to ensure all programs are fully staffed
- Help 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
- Help 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
- Support the training of seasonal program intern(s) and assistant(s)
- Work with diverse partner groups to broadly disseminate intern/assistant postings

Other—

- Perform other duties as directed or as needed

Qualifications:

- 0-2 years of experience in event/program management and/or volunteer coordination or a demonstrated capacity to perform the responsibilities of the job
- Experience with Microsoft Office
- Exceptional organizational skills, with strong attention-to-detail and follow-through
- Ability to handle a variety of responsibilities simultaneously
- Ability to set & maintain priorities while still being adaptive to change
- Friendly, trustworthy, and team-oriented, with a positive attitude and customer service mentality
- Environmentally conscious, with a passion for parks, recreation, and open space a plus

Logistics:

- Organizational work hours for office-based staff are Monday through Friday (9a-5p), though this role will require flexibility and an ability to work mornings, evenings, and weekends within a predictable schedule that will also seek to provide work-life balance for the successful candidate.
- We expect to offer a competitive salary for the non-profit and parks sector in Boston that is commensurate with experience. Performance and compensation are reviewed regularly and EA looks to provide all employees with paths for professional development and promotion within our organization over time.
- Paid Time Off, Health, Dental, Health Savings Account, 403(b), and Commuter benefits are available.
- Must have a valid US driver's license.
- Must be fully vaccinated for COVID-19 unless candidate provides a proven medical or religious accommodation.
- Applicants are subject to a Criminal Offender Record Information (C.O.R.I) check, however, we believe in rehabilitation and will provide any applicant the opportunity to address past work and life occurrences.
- Willingness to work in both an indoor and outdoor setting and in all weather conditions
- Will need to bend, stoop, reach, carry, climb, and lift as necessary to perform assigned duties .

Application Process:

- Please email cover letter and resume to: jobs@esplanade.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 and greatly encourages candidates of all backgrounds to apply. Diversity of opinions, experiences, and backgrounds is a key and valued component of our work to promote a welcoming, accessible, and inclusive experience on the Esplanade through an organization that is itself diverse and inclusive.