



## POSITION GUIDE

**ORGANIZATION:** Bayou Preservation Association, Inc.  
**POSITION:** OUTREACH AND ENGAGEMENT MANAGER  
**REPORTS TO:** President and Chief Operating Officer  
**LOCATION:** Houston, Texas

### **ABOUT BAYOU PRESERVATION ASSOCIATION**

The Bayou Preservation Association focuses on four key programs to accomplish its mission: bayou appreciation, bayou citizen science, trash-free bayous, and stream corridor restoration. Cross-cutting projects and initiatives – those that address the goals of more than one program – also continue, such as the annual Symposium, public policy review and response, and communications tools. It works to increase understanding of area bayous and creeks and their watersheds by providing educational programs and opportunities, activities and events to engage all the region’s demographics. Bayou Preservation Association also strives to expand stewardship and stewardship opportunities to improve the health of our watersheds, creeks, and bayous. The Bayou Preservation Association’s values include science-based policies and actions, collaboration, community, and professional communications.

### **THE OPPORTUNITY**

This is an opportunity to be part of a team shaping a long-standing environmental organization as it moves into an exciting new phase. This position will serve in leadership role supporting all aspects of resource Outreach, community engagement, and volunteer administration of Bayou Preservation Association as it moves into the next 50 years of the organization’s mission to celebrate, protect, and restore the natural richness of our region’s bayous for generations to come. This is an amazing opportunity for an energetic person who is passionate about Houston’s waterways and wants to participate in creating a dynamic program for all bayou city residents.

### **POSITION SUMMARY**

The Outreach and Engagement Manager is a dynamic, hands-on position responsible for supporting all aspects of Bayou Preservation Association engagement focused programs. With a focus on increasing public awareness of Bayou Preservation Association’s mission, enriching engagement strategy, and leveraging best practices in program management to further our work. The position plays a vital role in the planning, outreach, implementation, and maintenance of volunteer events, public and volunteer engagement, resource tracking, membership tracking, and operational work to support all aspects of fundraising, outreach, board, and volunteer engagement. The Outreach and Engagement Manager will also support the direction and implement the external communication strategy, including the creation of marketing communications for all activities and materials including public relations, digital communications, and graphic design that will enhance Bayou Preservation Association’s image and position within the community.

*Our Mission is to celebrate, protect and restore the natural richness of all our bayous and streams.  
Our Vision is a network of healthy bayous, streams and watersheds.*

## **RESPONSIBILITIES**

### **Engagement**

- Develop engaging educational and marketing content across multiple channels (i.e., monthly newsletters, social media, website, press, etc.)
- Collaborate with internal and external partners and/or contractors on the planning and execution of annual events (i.e. Symposium, gala, luncheon, etc.) that support professional education, donor cultivation, and increasing mission awareness.
- Collaborate to develop engaging public events and educational opportunities.
- Serve as chief facilitator working closely with Committee Chairs to identify opportunities where engagement and volunteer activities may align with organizational goals.
- Provide planning and support to partners, volunteers, and stakeholders for ongoing volunteer initiatives. As well as surveys and other methods to assess satisfaction, identify improvements, and implement modifications.
- Develop, implement, and continuously improve Bayou Preservation's internal and external volunteer engagement plan guiding volunteers from recruitment to orientation, to matching, ongoing stewardship, performance assessment, service conclusion, and reengagement with goals to create a consistent, branded Bayou Preservation volunteer experience.

### **Outreach**

- Support annual fundraising goals and objectives, developed by the consultant, for individual, corporate, and foundation support.
- Support membership, monthly giving, annual giving, and planned giving programs to support sustainable growth and increase donor retention.
- Manage all communications that support the engagement and stewardship of donors.
- Identify, assess, present, and implement new engagement trends that have a positive return on investment.

### **Program Management**

- Oversee Bayou Preservation's Trash Free Bayous Program and Bayou Appreciation Program, working closely with each program's respective Committee Chair to successfully execute program goals.
- Develop content for and lead (or identify leaders for) various programs, including but not limited to paddling and walking tours, trash clean ups, or exhibiting at events.
- Serve as facilitator for Bayou Preservation Association's Diversity, Equity, and Inclusion (DEI) Task Force, ensuring DEI efforts meaningfully inform all aspects of the organization's operations.
- Serve as facilitator for Bayou Preservation Association's Watershed Representatives Committee, strengthening current relationships and exploring avenues for increased watershed representation.
- Track and manage program budgets, support annual budget planning.
- All other duties assigned.

## **EDUCATION AND EXPERIENCE**

- Bachelor's degree required. Graphic Design or Event Management background a plus.
- 3+ years' experience in volunteer management, project management, fundraising, event management, and/or non-profit operations preferred.
- Experience with program management, volunteer management, fundraising software preferred.

- Excellent written and oral communication skills, including the ability to research and compose professional documents, develop lay-person and media-appropriate content, and to speak in public, multi-language skills a plus.
- Proficiency in Microsoft Office software including Word, Excel, PowerPoint, and Outlook; demonstration of ability to use mail merge, create labels.
- Strong interpersonal skills, including the ability to develop and manage productive relationships with partners, decision-makers, stakeholder groups, consultants, and staff.
- Demonstrated success in working in a team-oriented environment as well as ability to work independently, remote, if necessary, once trained.
- Ability to travel to meetings, presentations, and event locations (locally and regionally) in personal vehicle (mileage reimbursable).
- Ability to obtain and maintain Texas Driver's license, American Canoe Association paddling licensing, First Aid and CPR certifications as required.
- Passion for waterways and love of nature.
- Experience with environmental education or outreach a plus.
- Detail oriented individual must be able to manage multiple concurrent projects and keep accurate records.
- Positive attitude and fosters congenial work relationships.
- Willingness to work on weekends, evenings or outdoors for events, workshops, trainings, exhibits, and meetings.
- Ability to lift 30 – 40 pounds.

Starting Salary: \$46,000 plus \$6,000 (in lieu of health benefit) = \$52,000 - 40 hrs/wk; Exempt.

Application Procedure: Interested candidates should send a resume along with one piece of media (e.g. event flyer, program infographic, presentation, etc.), cover letter explaining the role you played in the design and context of the media, and 3 professional references. Please send your application to [bflowes@bayoupreservation.org](mailto:bflowes@bayoupreservation.org) by December 31, 2021. Please reference position title in subject line of email. We will contact those candidates who most closely match our requirements.

Thank you for your interest.

*The Bayou Preservation Association is an equal opportunity employer and actively works to ensure fair and equal treatment of its employees and constituents regardless of differences based on an individual's race, color, religion, sex, age, marital status, veteran status, sexual orientation, disability, political affiliation, or any other protected characteristic.*