

Position Description

Job Title:	TreePhilly Program Specialist	Revision Date:	August 10, 2018
Department:	Philadelphia Parks & Recreation	Hiring Manager:	Erica Smith Fichman, TreePhilly Program Manager
Salary Range:	Minimum Annual Salary of \$40,000 (commensurate with education and experience)	Application deadline:	August 31, 2018
Position Type	Full-time Temporary 3-year grant funded Exempt		

Overview of City of Philadelphia

With a workforce of over 30,000 people, and opportunities in more than 1,000 different job categories, the City of Philadelphia is the fifth largest city in the United States and one of the largest employers in Southeastern Pennsylvania. As an employer, the City of Philadelphia operates through the guiding principles of service, integrity, respect, accountability, collaboration, diversity and inclusion. Through these principles, we strive to effectively deliver services, to resolve the challenges facing our city, and to make Philadelphia a place where all of our residents have the opportunity to reach their potential.

Agency Description

Philadelphia Parks & Recreation (PPR) advances the prosperity of the city and the progress of her people through intentional and sustained stewardship of over 10,200 acres of public land and waterways as well as through hundreds of safe, stimulating recreation, environmental, and cultural centers. PPR promotes the well-being and growth of the City's residents by connecting them to the natural world around them, to each other, and to fun, physical, and social opportunities. PPR is responsible for the upkeep of historically significant Philadelphia events and specialty venues, and works collaboratively with communities and organizations in leading capital projects and the introduction of inventive programming. To learn more about Philadelphia Parks & Recreation, visit us at www.phila.gov/parksandrec, and follow @philaparkandrec on Facebook, Twitter, Instagram, or Tumblr.

Position Summary

A program of Philadelphia Parks & Recreation (PPR) and Fairmount Park Conservancy, sponsored by TD Bank, TreePhilly promotes Philadelphia's urban forest and provides residents with the resources they need to plant and care for trees in their own yards and in public spaces. Since 2012, TreePhilly has distributed over 21,500 free yard trees to Philadelphia residents through the Yard Tree Giveaway Program. TreePhilly also offers public programs like volunteer tree planting and care events, and communicates about PPR's urban forestry work by managing online website content and social media channels, coordinating city-wide marketing campaigns through the City of Arborly Love brand, and bringing together urban forestry stakeholders across the city and region.

In the next few years, PPR plans to expand the scope of the TreePhilly Program. The program will continue to offer free trees for residential lands, but will also expand efforts to plant trees on park land, engage residents in the planting and maintenance of Philadelphia's public forested lands, expand the TreeKeepers workforce development program and encourage street tree planting in the areas where residents are the most vulnerable to heat and other stressors.

The Program Specialist will oversee all operational aspects and staff of the Yard Tree Giveaway program, other public programs and marketing efforts related to those programs. The position requires an energetic, self-motivated and organized person who can work independently as well as collaboratively with the rest of the TreePhilly team. The ideal candidate will have a flexible schedule that includes early mornings, evening and weekend work, both in and out of the office.

Essential Functions

The Program Coordinator will be responsible for:

- Managing the Community Yard Tree Giveaway Grant program, including procuring trees; coordinating storage, transportation and distribution of trees; and supervising seasonal staff to solicit applications from the community, choose winning grantees, lead trainings, schedule and staff giveaway events, collect completed grant materials, and distribute grant awards.
- Organizing the city's annual Arbor Day celebration, bringing together volunteers, staff, funders, local school children, and partner organizations;
- Actively participating in the Philadelphia urban forestry community, including attending conferences, trainings, and meetings;
- Convening stakeholder meetings with local and regional urban forestry partners;
- Developing new programming and outreach materials to promote tree planting and care in under-represented and low-canopy communities, which may include tree care workshops, volunteer tree plantings and volunteer park tree inventories;
- Contributing to and maintaining website content, blog, and social media accounts;
- Assisting in management of TreePhilly marketing, communications, and outreach campaigns;
- Submitting annual paperwork for the Arbor Day Foundation's Tree City USA and Growth Awards;
- Answering phone calls and emails from Philadelphia residents related to all TreePhilly programs and city tree planting processes; and
- Attending community meetings and events to promote TreePhilly programs and PPR's urban forestry work.

Competencies, Knowledge, Skills and Abilities

- Valid PA driver's license;
- Knowledge of Microsoft Office programs, especially Microsoft Excel;
- Familiarity with communication via social media, especially Twitter, Facebook and Instagram;
- Ability to lift 50 lbs and work outside in adverse conditions;
- Preferred: Familiarity with the City of Philadelphia and its neighborhoods.

Qualifications (Education and Experience)

- Bachelor's degree in forestry, horticulture, plant science or related field, or equivalent experience;
- Experience with community organizing;
- Experience with volunteer organizing and event planning;
- Experience managing staff;
- Excellent oral and written communication skills;

Additional Information

- Successful candidates must be a city of Philadelphia resident within six months of hire.
- Philadelphia Parks & Recreation is subject to the provisions of the Child Protective Services Law which requires FBI criminal history background check as well as the Pennsylvania State Police criminal history background check and Pennsylvania child abuse background check as a condition of initial employment.
- Interested candidates must submit a resume and cover letter to PPR.HR@phila.gov
- The City of Philadelphia is an Equal Opportunity employer and does not permit discrimination based on race, ethnicity, color, sex, sexual orientation, gender identity, religion, national origin, ancestry, age, disability, marital status, source of income, familial status, genetic information or domestic or sexual violence victim status. If you believe you were discriminated against, call the Philadelphia Commission on Human Relations at 215-686-4670 or send an email to faqpchr@phila.gov. For more information, go to: Human Relations Website: <http://www.phila.gov/humanrelations/Pages/default.aspx>