



## **Job Description**

### **Program Manager - River Star Homes**

January 6, 2011

**SUMMARY** - The Elizabeth River Project, one of the largest and oldest environmental non-profits on the Chesapeake Bay, seeks a full-time Program Manager to expand the new program, River Star Homes, from pilot-scale to full-scale. Building on the success of two related programs, River Star Businesses and River Star Schools,

the goal of the program will be to recruit citizens for environmental practices at home that reduce nutrients, toxics and bacteria to help restore the health of the urban Elizabeth River in SE Virginia and its Lafayette branch in Norfolk. Participating citizens will be recognized with yard flags and decals recognizing them as “River Star Homes.”

**RESPONSIBILITIES** - The River Star Homes Program Manager will manage all aspects of the program, with help from advisors including citizens, other Elizabeth River Project staff and consultants. The Program Manager will finalize program guidelines, plan and implement program activities, recruit and educate citizen participants – in large part through web communications – and manage the program budget, grant deadlines and deliverables. The Program Manager will coordinate citizen involvement activities such as canoeing, litter cleanups and rain barrel projects, write a web “blog” to answer citizen questions about environmental stewardship, oversee marketing consultants and marketing activities, and problem-solve the challenges of starting and growing a new program. The Program Manager will work collaboratively with multiple community partners, from HRSD (regional sewer service) to area cities, state agencies and other non-profits, in order to link River Star Homes with a network of area stewardship resources and opportunities. This includes helping finalize and implement a campaign with HRSD-sponsored incentives to recruit homeowners for HRSD inspection of sewer service pipes to ensure proper separation between storm water and sanitary sewer systems.

**QUALIFICATIONS** - Requirements for the position include:

- An excellent understanding of environmental education and environmental stewardship practices. Degree in environmental education or equivalent is required.
- Demonstrated ability to motivate others. Experience or aptitude in social marketing - influencing others to make behavior changes - is required.
- Proficiency at project management is required, including time management, budget management and problem-solving skills. Grant management experience a plus.
- Experience with modern web communications (Facebook, etc.) is a big plus. Modern computer efficiency is required.
- Experience organizing outdoor events is helpful but we will train the right candidate.
- A “can do,” positive attitude is essential, including the ability to grow from feedback.

- Successful candidate will welcome the challenge of finalizing a new program, and will demonstrate the flexibility, knowledge and persistence needed to succeed with motivating citizens to “do right by the river.”

**SALARY AND BENEFITS** - This is a full-time position with a salary of up to \$42,500 per year (a less experienced candidate with the right aptitude and education may be hired at a lower salary with the opportunity to advance). Benefits include paid vacation (one to four weeks based on seniority with the company), eight paid holidays, 13 personal leave days, employer cost-share of health insurance (up to 100 % health insurance, depending on insurance level selected, paid by company after three years of employment). Mileage reimbursement for travel on the job. Company frequently underwrites attendance at training seminars. Opportunity for un-paid sabbatical leave every seven years.

**ABOUT ELIZABETH RIVER PROJECT** - The Elizabeth River Project, [www.elizabethriver.org](http://www.elizabethriver.org), was incorporated in 1993 with a mission to restore the environmental health of the Elizabeth River through citizen, government and business partnerships. With a waterfront office in downtown Portsmouth, VA., we operate environmental restoration and education programs in four urban cities. Our annual budget of \$1.2 million comes from memberships, private donors and grants. A full-time staff of 10 operates award-winning programs including:

- A \$6 million clean up of contaminated river bottom now entering Phase II;
- the Learning Barge, winner of the national education award from AIA, powered by sun and wind with a live wetland nursery, provides field trips to 60 students at a time;
- River Star Businesses program, launched in 1997, numbers 74 businesses who together have reduced pollution by 215 million pounds while restoring or conserving more than 1,000 acres of urban habitat (topic of a national EPA guidebook);
- Hundreds of wetland restorations, stormwater improvements and buffer plantings;
- River Star Schools program, started in 2004, recognizes 126 schools where students have conducted hands-on projects to reduce pollution and restore habitat.

**MORE ON RIVER STAR HOMES** - The River Star Homes program addresses a long-term goal to recruit 25,000 citizen soldiers by 2020, key to our overall goal to make the Elizabeth River safe for swimming and eating oysters by 2020. Piloted for six months in 2009, citizen actions to be promoted include: Reduce lawn fertilizers, clean up pet waste, don't feed wild geese, pump out boat sewage, properly dispose of pharmaceuticals, food waste and kitchen grease and use "green" household cleaners. Also keep litter out of the river, re-use rain (rain barrels, rain gardens), prevent storm water pollution (wash car on grass, grass clippings out of drains, storm water drain medallions). Additional practices include oyster gardening, green gardening (native, no mow, buffer zone, no pesticides or herbicides), reduce air pollution - drive less, use electric or hand mowers, don't idle car, switch to solar/wind power; get to know your home river, and mentor others.

**TO APPLY** – Send cover letter, resume and three professional references to Marjorie Mayfield Jackson, Executive Director, The Elizabeth River Project, 475 Water Street, C103A, Portsmouth, VA, 23704. No phone calls please. Email OK - [mmayfield@elizabethriver.org](mailto:mmayfield@elizabethriver.org)- but also send hard copy by mail, please.