Position Title | Urban Tree Canopy (UTC) Coordinator
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Project Location: | Oahu
Position Summary: | The focus of this position is community outreach and networking with like-minded organizations and individuals, finding and assisting with project development (tree planting for example), developing marketing materials, assisting with updating the Smart Trees UTC website information, and working with a team to raise additional funds for projects.
Funding Source: | Funding has been secured from the USDA Forest Service for this position for one year.
Report to: | Smart Trees Pacific
Contract Overview | Temporary Part-Time, estimated at 12-15 hours per week.
Length of service: 9 - 12 months
Contractual Basis for $26,250
If awarded the contract a tax clearance through Hawai`i Compliance Express will be required. Here is a link to their website: [https://vendors.ehawaii.gov/hce/splash/welcome.html](https://vendors.ehawaii.gov/hce/splash/welcome.html)
Contact: | Teresa Trueman-Madriaga, 808-672-3383 or by email at ttm@smarttreespacific.org or ttm@hawaii.rr.com

**GOAL**
Work on a team with the UTC Technical Coordinator, Smart Trees Executive Director, Smart Trees Board, and Volunteer Coordinator/Arborist. Breakdown of tasks:

1. Community outreach/networking - increase urban forest consciousness among advocacy and government organizations about the value and benefits of trees in urban forests, (45%).
2. Lead a team to develop a message via the website and other marketing tools to promote urban trees in tandem with other sustainable urban forestry issues and the urban tree canopy assessment project (recently completed); (20%).
3. Work with the team on building the funding base for the program (fundraising), (15%).
4. Lead a team to implement project(s) that showcase excellence in all critical elements required for success including planning, planting, and care of trees that support sustainable urban forestry issues, (10%).
5. Work with team to track the matching funds. This includes preparing sign-in sheets for meetings and presentations, tracking volunteers, and tracking other matching sources both cash and in-kind. (10%).
Deliverables

1. **Develop a Community Relationships, Networking and Outreach Strategy (45%)**
   - Develop a networking/community outreach strategy targeting areas identified by the Smart Trees Board.
   - Coordinate and actively participate as a team member providing at least **20 presentations** to key audiences over the course of the year identified and approved by the Smart Trees Board.
     i. Identify key community issues where trees are part of the problem or solution (economic, social or environmental) to enhance or maintain human and environmental health, productivity and quality of life.
     ii. Targeted organizations will be identified or approved by the Smart Trees Board and include, but are not limited to: Kapolei Rotary Club, Kapolei schools, neighborhood boards, community associations, Kapolei Chamber of Commerce, West Oahu Economic Development Association, James Campbell Company, City and County of Honolulu, and others. (While Kapolei is a primary targeted area, other project areas will be considered.)
     iii. Ensure stakeholders are informed, engaged and satisfied.
   - Strengthen existing partnerships with groups such as the Aloha Arborists, the Division of Forestry and Wildlife (DOFAW), Invasive Species Committees, Watershed partners, Landscape Industry Council of Hawai`i and others that will be developed as the project progresses.

2. **Marketing (20%)**
   - Lead a team to best communicate the compelling value of the urban forest, why it is important, and what can be done to actively improve a community through trees.
   - Lead a team to identify outlets and methods that will most cost-effectively reach target audiences and implement those as approved by the Smart Trees Board.
   - Develop and distribute media packets and marketing materials as appropriate.

3. **Fundraising and Matching the FS Grant (15%)**
   - Work with the team to develop a fundraising template to secure **$150,000** for demonstration tree planting project(s) based on UTC tools in areas where best success is projected. Kapolei is currently our primary focus. Other areas and projects will be considered as well.
   - Identify best potential partners/supporters, network as appropriate and engage community and local businesses for support.
   - Track matching funds from meetings and activities.

4. **Tree Planting Demonstration Projects (10%)**
• Take the lead and work with the Kaulunani Volunteer Coordinator to identify possible tree planting demonstration sites. (With community input.)
• Create a criteria matrix to evaluate and determine the best site(s).
• Interact, coordinate and guide the targeted community as they develop the project components required to successfully plan, schedule, and conduct and maintain a tree installation and long-term management project/program.

5. OTHER (10%)
• Work with the Executive Director on other tasks as defined by the Board.

POSITION REQUIREMENTS:
• Ability to work independently, take initiative and leadership while working collaboratively in a team setting.
• Strong written and inter-personal verbal communication skills.
• Personable, outgoing, good listener and actively interested and engaged in the community.
• Experience and demonstrated skill in community relationship building and community outreach.
• Experience and demonstrated skill in program development and fundraising.
• Positive and flexible attitude with strong work ethic.
• Experience or aptitude with multi-cultural and multi-age communities.
• Ability and demonstrated skill working with all levels of corporate and business organizations from executives to grass roots organizers.

QUALIFICATIONS
• A four year degree in an environmental or natural sciences field is preferred, with demonstrated strengths in arboriculture, forestry, communications, marketing, or planning.
• Two to four years of experience in building community development, planning, communication, marketing, environmental education or comparable or environmental education degree experience.
• Two years of experience in program development and fundraising.
• A passion for improving the local community and environment with tree planting.