



## **Community Engagement Manager (Full-Time) Position Description, February 2021**

**REPORTS TO:** TREE Fund President and CEO

**POSITION TYPE:** Full-time, salaried employee

**LOCATION:** Remote TREE Fund office, Naperville, Illinois

### **DUTIES AND RESPONSIBILITIES:**

**Tour des Trees:** The Tour des Trees to benefit the TREE Fund is an annual community engagement and fundraising event staged under a management contract between the TREE Fund and Black Bear Adventures (an independent contractor managing adventure cycling tours based in Charlotte, NC, hereafter BBA). The community engagement manager will support planning and execution of this event each year:

- Schedule and chair Tour Planning Committee meetings, to include issuing agendas, meeting minutes, and active participation in each of the conference calls;
- Manage the fundraising platform and the online registration database for the tour, ensuring that all platforms are ready for rider access and use by annual deadlines;
- Work with BBA and the CEO to develop tour routes, with special focus on community engagement stops and opportunities along the tour route, to include early planning with schools, municipal offices, media etc.; the route must be framed for the Tour Planning Committee;
- Serve as key coordinator of all information for registered tour riders in advance of the tour, answering questions, facilitating a welcoming committee for new participants, and providing resources (including the Ride Guide) to aid riders as they plan and prepare for the tour
- Work with BBA and CEO to develop professional development or education activities to be presented at dinner or other stops for the riders and teams;
- Work with CEO to identify and solicit participating corporate partners;
- Work with CEO to develop and disseminate marketing materials for rider recruitment, tour promotion, fundraising activities, etc.
- Conduct a five-to-seven-day reconnaissance trip with BBA to each year's tour location, meeting with hotels, caterers, community partners, etc., as needed;
- Participate in the tour itself onsite each year, leading the Events Team, coordinating morning and evening meetings, supporting CEO in managing media availabilities and public relations, and serving as primary conduit for information between riders, BBA and staff;
- Work with BBA to develop and implement the master tour calendar that will be used by all support team and riders once the tour gets underway; all stops, events, guests, contacts, etc., must be clearly identified and maintained in real time to support tour planning and execution.

**Communications:** Work with the CEO and other staff on managing organizational communications initiatives, to include website work and social media. Working with



President/CEO to maintain and manage TREE Fund website(s), to include providing display-ready graphics and text as needed, keeping content fresh, updating partnership arrays in real time, etc. Seeking opportunities to promote TREE Fund via allied organizations, e.g. writing articles for publications, etc. Working closely with Business Relations Manager to promote webinar program and disseminate videos and other materials produced in conjunction with the series.

**Other Community Engagement:** Represent the TREE Fund at industry gatherings and events as a speaker, presenter, and/or participant.

**Grants Management:** Work with the CEO and the TREE Fund's Research and Education Committees to support efficient management of annual grant-making processes, to include screening and processing letters of inquiry, managing interim and final reporting processes, updating and posting RFPs on the TREE Fund websites and via other available outlets, and developing and implementing effective dissemination strategies for findings.

**Other Duties as Assigned:** May include office administrative support, participation in other TREE Fund committee calls, or other operational activities, at the CEO's direction.