



August, 2020

POSITION TITLE: Program Manager, Clubs

REPORTS TO: Vice President, Programs

DURATION: Permanent full-time

START DATE: Immediately

About Earth Rangers:

Earth Rangers is the kids' conservation organization, committed to instilling environmental knowledge, positivity, and the confidence to take action in every child in Canada. We do this through a suite of free programming that children can participate in at school, at home, and in their communities. All of these programs are educational and engaging – but more importantly, they show children that it's not too late to help the planet, and the things we do today will matter tomorrow.

Founded as a small community organization in 2004, we have since grown to have the largest membership base of any conservation organization in Canada. Our more than 250,000 members, aged 6-12, have each made a commitment to do their part to protect animals and their homes.

In School Programming

The Earth Rangers School Assembly is an exciting and captivating school-wide presentation complete with live animals, interactive games, compelling videos, and two enthusiastic presenters who have environmental science backgrounds and the ability to explain complex environmental issues in a way kids can understand. The program is delivered in 800+ schools across Canada annually and reaches over 250,000 students, making it one of our most important ways of connecting with children and encouraging them to become Earth Rangers Members.

School Program Expansion

Despite the School Assembly Program's extensive reach, it is largely a one-off experience which has limited long-term impact in schools. In order to address this shortcoming, Earth Rangers commissioned a study two years ago, with the goal of developing a strategy to:

- Deepen our impact by encouraging schools to engage with Earth Rangers beyond the day of the School Assembly
- Allow us to engage with schools that we cannot visit in person
- Provide value to teachers
- Provide enhanced learning opportunities for students
- Provide opportunities for students to take meaningful and measurable actions to protect animals and the environment in school

Based on findings from the study, we added pre and post assembly education materials to the program, which teachers can access through our website. We also developed a new School Clubs program, which



launched in September 2019 after a pilot the previous year. In year 1, we registered over 250 Clubs across Canada, but progress was temporarily halted due to COVID-19 school closures.

We are seeking a **Program Manager, Clubs** to take over day to day management of the program and work closely with the VP of Programs and other members of the education team to grow its reach and impact across Canada

Key Responsibilities include:

- Manage the day-to-day activities for the Clubs program:
 - Act as the point person for Club Leaders via email and phone
 - As the program grows, the Earth Rangers Customer Service Team will also assist with supporting this area
 - Lead the development of all program materials such as educational and curriculum linked materials, Club Missions, website content, marketing pieces, and an e-newsletter
 - A budget for outsourcing some writing and materials development will be provided
 - Actively work to grow the program, both by signing up new Clubs and increasing the engagement of existing Clubs
 - Monitor the program's progress and report regularly on results
 - Explore partnership opportunities with other relevant organizations working in schools or the environment
 - Develop and evaluate the pre and post assembly lessons annually
 - Revive, manage, and grow our Teacher Advisory Committee
- In collaboration with the Vice President, Programs:
 - Manage the program's budget
 - Develop and implement a marketing and communications plan to promote the program to teachers
 - Support from our Creative Team will be provided
 - Establish long term goals
 - Recruit and manage any required staff and/or consultants/contractors

Desired Skills and Qualifications

- Minimum of a Bachelor Degree in Education or a related field. A science/environmental background is also preferred, but not mandatory
- Minimum of 3 years of professional experience managing education programs that support teachers in the formal education system or direct experience teaching or education related role
- Previous working experience as a teacher an asset
- Experience with the formal education system and developing and managing supporting programs
- Experience with and passionate for environmental and conservation education



- Good understanding of curriculum requirements for elementary aged school children across Canada
- Experience working with educators, such as facilitating teacher workshops or webinars
- Excellent oral and written communication skills and some experience with academic and professional writing
- Demonstrated ability to effectively collaborate on cross-functional and multi-disciplinary teams, multi-tasking, establishing priorities, and meeting deadlines
- Ability to sometimes work irregular hours to meet the needs of classroom teachers

Earth Rangers is dedicated to fostering a diverse work environment. We will consider all qualified applicants for employment. Applicants that meet the qualifications will be contacted for an interview.

Earth Rangers is committed to accommodating applicants and employees with disabilities. Should you require accommodation or this job description to be available in an accessible format, please advise.

Please send your cover letter and resume to HR@earthrangers.com