Habitat Network is a new program to advance conservation actions by bringing people together to restore the ecological function of residential landscapes. This program will connect a growing network of landowners and residents to transform their own backyards, neighborhoods, and communities into ecologically functional and attractive landscapes. The Habitat Network evolved from the merger of two programs, Cornell University’s Yard Map, an on-line citizen science tool for people to improve their own backyard habitat, and the Conservancy’s Habitat Network pilot on Martha’s Vineyard which helps people create attractive, ecologically appropriate habitat on residential properties. The Urban Habitat Network will utilize and modify the Habitat Network to educate and connect urban residents so they can create or enhance wildlife habitat in their backyards, schools, and neighborhoods.

Customization of the app to the urban environment will be achieved by designing and testing citizen-science based practices in three pilot cities and then use that field experience to guide, assist and motivate app users in other cities. The Urban Habitat Network Project Manager will report to the Director of Forest Health and will develop goals and strategies with the Director of Forest Health and the Habitat Network Coordinator. The Urban Habitat Network Project Manager will develop and implement outreach and education strategies to engage urban residents in our conservation programs. This is a two-year position and may be continued dependent on funding and program success.

In coordination with the Director of Forest Health and the Habitat Network Coordinator the Urban Habitat Network Project Manager will

• identify restoration and stewardship practices that are necessary to create ecologically thriving environments in three pilot cities
• select the practices that are suitable to be implemented through the app (e.g. socially networked and crowd-sourced)
• implement restoration and stewardship practices for urban residents, volunteers and partners through trainings and educational materials
• ensure that this field experience results in feasible and meaningful practices in the app for residents and partners in other cities.

The Urban Habitat Network Project Manager is responsible for identifying and recruiting citizens, partners and volunteers; developing outreach and training materials and education and engagement strategies; and ensuring the successful implementation of restoration and stewardship practices. S/he is also responsible for quantitatively measuring the ecological and social impacts of restoration and stewardship practices, gauging their feasibility and recommending and implementing improvements. S/he is accountable for educational program development, producing publications and materials and creating media relations strategies to promote and increase public awareness about the Habitat Network. S/he will establish and develop cooperative relationships with local schools, universities, state and local agencies, NGO’s and corporations to promote, expand, and implement the Habitat Network initiative. S/he will coordinate implementation of the Habitat Network program within The Nature Conservancy Resilient Cities network with targeted outreach in three cities. S/he will lead the implementation of the Habitat Network program in collaboration with the Habitat Network Coordinator, Cornell Lab of Ornithology; the Urban Conservation Program leads for each city, the Healthy Trees, Healthy Cities program as well as national and local partner organization and agencies.

S/he will conduct focused outreach to connect and engage as many urban landowners as possible to the Habitat Network tool to accomplish the ecological and social goals of the Habitat Network program in the three cities and nationally. S/he will also coordinate and collaborate with the Global and North American Resilient Cities and associated strategies and initiatives including the Healthy Trees, Healthy Cities, Youth Engagement and Volunteerism initiatives. S/he will collaborate with regional, national and global marketing staff to share Habitat Network messages with Conservancy members and the media.

Duties will include conducting outreach (in person, remote, online) to urban landowners in three pilot cities and nationally, supporting Habitat Network participants, collecting, assembling, and analyzing various types of data and information, and assisting in the production of reports, outreach materials, presentations, and other program work products as required. Primary responsibility will be to manage the Habitat Network program nationally with focused campaigns in three US cities and will specifically include:

• With the Habitat Network Coordinator and Director of Forest Health, develop the vision, goals, methods and primary questions to be tested in the pilot city projects; distinguish which are relevant to the Habitat Network app.
• Develop social and ecological metrics relevant to each pilot city project and, by extension, other cities where the Habitat Network app may be useful; develop expected and calculate actual ecological benefits of the pilot projects.
• Ensure that the Habitat Network program is coordinated with TNC State Chapters and key Conservancy initiatives including the Global and North America Resilient Cities initiatives and its associated strategies (Healthy Trees, Healthy Cities, Youth Engagement and Volunteerism).
• Use Cornell’s Urban Habitat Network app and tools to prepare Urban Habitat Network training and outreach materials.

The Nature Conservancy is an Equal Opportunity Employer. Our commitment to diversity includes the recognition that our conservation mission is best advanced by the leadership and contributions of men and women of diverse backgrounds, beliefs and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our global character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientations, gender identities, military or veteran status or other status protected by law.
- Coordinate national outreach campaign of Urban Habitat Network with the Habitat Network Coordinator, who will be TNC’s liaison with Cornell in the launch and promotion of the Habitat Network.
- Identify expected ecological benefits of habitat improvements promoted in the app based on prior research and specify which research questions can be answered by Habitat Network over the long term.
- Track the key program metrics to measure progress towards goals. Test the ability of Habitat Network to recruit volunteers and generate specific outcomes.
- Work with the Habitat Network Coordinator to ensure that the field experience from the three pilot cities results in information that can be used to improve the Habitat Network app and advance conservation in the urban environment.
- With the Habitat Network Coordinator, ensure that information from the pilot city project is delivered in a timely fashion to inform and improve the Habitat Network app; field test revisions to the app to ensure they are working with target audiences as planned.
- Recruit partners relevant to the urban programs who may also use or promote the Habitat Network app.
- Conduct outreach and engagement in cooperation with TNC's North American and Global Cities networks, TNC's youth and volunteer engagement platforms, and Cornell's outreach and engagement platforms. Assist Conservancy staff in preparing a community engagement plan to target key neighborhoods, TNC members and supporters, and other key audiences.
- Conduct outreach to targeted audiences (LEAF and Nature Works Everywhere schools, local organizations, TNC members, community groups, and community residents) to raise awareness and engage them in Habitat Network and Healthy Trees, Healthy Cities actions. Possible assistance with coordination and supervision of interns and LEAF students involved in programmatic actions.
- Serve as liaison for contractors involved in creating outreach and marketing materials. Provide some administrative support (grants, contracts, and payments). Assist with research, information gathering, and overall program development and implementation as needed.
- Assist the Global Cities Director in ensuring funds are appropriately managed and work with Relationship Managers and staff associated with the pilot cities projects in managing donors.
- Coordinate projects and set realistic deadlines and manage project implementation timeline.
- May supervise administrative staff and/or volunteers, interns, or temporary staff.

**MINIMUM QUALIFICATIONS**
- Bachelors Degree in communications or marketing, biology, ecology, natural resources management, or related field and 3 years related work experience or equivalent combination of education and experience.
- Experience in community outreach, communications, citizen science, landscape ecology, and working with diverse community members, urban or suburban landowners, youth and partner organizations.
- Knowledge of Microsoft Office suite and social media and web-based platforms.
- Ability to work independently as well as part of a team and experience coordinating multiple projects.
- Experience handling standard business communications, writing and/or editing publications and related materials.
- Public speaking experience.

**PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE**
- Master’s Degree and experience with communications, outreach, community engagement and marketing associated with conservation projects or closely related field.
- Ability to sell ideas to a wide variety of people and interests groups, organize time, manage diverse activities and meet deadlines.
- Familiarity and some application of current and evolving trends in relevant discipline.
- Solicit program support through clear written communications, such as proposal writing and other written materials.

**ORGANIZATIONAL COMPETENCIES**

<table>
<thead>
<tr>
<th>Competency</th>
<th>Description</th>
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<tbody>
<tr>
<td>Communications</td>
<td>Effectively expresses messages verbally and in writing. Actively listens to others. Fosters open exchange of issues. Is timely with information.</td>
</tr>
<tr>
<td>Flexibility &amp; Innovation</td>
<td>Flexible to changing circumstances. Takes innovative approaches towards work. Takes calculated risks and makes dependable decisions in the fact of uncertainty.</td>
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<tr>
<td>Interpersonal Savvy</td>
<td>Maintains positive working relationships. Contributes to productive partnerships inside and outside the organization. Understands team member roles and values the contributions of others. Effectively deals with conflict.</td>
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<tr>
<td>Open to Learning</td>
<td>Versatile learner and committed to self-improvement. Employs strengths effectively. Willingly shares knowledge with others. Seeks coaching on areas needing improvement. Adjusts behavior/performance as needed. Views mistakes as learning opportunities.</td>
</tr>
<tr>
<td>Organizational Awareness</td>
<td>Understands the basics of our business. Knows how local job relates to the big picture &amp; contributes to the overall strategy. Knows how/why things work inside TNC. Easily moves through internal networks and channels for success.</td>
</tr>
<tr>
<td>Produces Results</td>
<td>Takes Initiative. Focuses on priorities. Strives for excellence. Is dependable and accountable for results. Persistent in the face of obstacles and meets deadlines.</td>
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This description is not designed to be a complete list of all duties and responsibilities required for this job.

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