



# SUSTAINABLE FORESTRY INITIATIVE

SFI-00001

**Position:** Senior Director, Education

**Location:** Washington, DC

**Supervisor:** VP, Education

**Status:** Full-time, Exempt from Overtime

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At the Sustainable Forestry Initiative® Inc. (SFI), we believe that sustainable forests are critical to our collective future. SFI® is a sustainability leader through our work in **standards, conservation, community, and education**. As an independent, non-profit organization, we collaborate with our diverse network to provide solutions to local and global sustainability challenges. SFI works with the forest sector, brand owners, conservation groups, resource professionals, landowners, educators, local communities, Indigenous Peoples, governments, and universities. SFI Inc. is governed by an independent three-chamber board of directors representing environmental, social, and economic sectors equally.

Project Learning Tree (PLT) is an initiative of SFI and seeks to advance environmental literacy, stewardship, and career pathways using trees and forests as windows on the world. It helps develop students' awareness, knowledge, and appreciation of the environment, builds their skills and ability to make informed decisions, and encourages them to take personal responsibility for sustaining the environment and our quality of life that depends on it. Since 1976, PLT has trained over 775,000 educators to help 140 million students learn how to think, not what to think, about complex environmental issues. PLT works closely with an international network of partners in all 50 states, DC, Puerto Rico, Canada, Chile, Japan, Mexico, and Uruguay, including one or more "PLT State Coordinators" who disseminate and deliver PLT at the local level.

The Senior Director, Education is responsible for overseeing all strategic and programmatic operations for SFI's US-based education programs, including PLT, in support of SFI's strategic direction and PLT's 2020-2024 Business Plan. This position will work closely with SFI's entire education team in both the U.S. and Canada, manage a team of five staff in Washington, DC, and direct a program with an annual budget of \$2.8 million. SFI embraces an ambitious plan to grow the scale and reach of PLT to advance environmental literacy, stewardship, and career pathways. The Senior Director works closely with the VP for Education, Chief Conservation Officer, Chief Financial Officer, Senior VP Community and Government Relations, Senior Director, Strategic Partnerships, and members of the Communications team.

## **ESSENTIAL JOB FUNCTIONS**

1. Serve as the strategic and programmatic leader on SFI's US-based education programs, particularly the PLT program.
2. Direct planning, implementation, management, and evaluation of PLT and other US-based education programs, to ensure contribution toward overarching organizational vision, mission, and outcomes.
3. Manage US-based education staff to ensure alignment with mission, efficiency in operations, and creative energy toward programmatic priorities and outcomes including diversity, equity and inclusion.
4. Build and sustain the strong PLT network of strategic partnerships at the state and national levels to implement PLT and other education initiatives, including North American Association for Environmental Education (NAAEE), US Forest Service, US Environmental Protection Agency, National Association of State Foresters, Society of American Foresters, and others.
5. Collaborate with the Sr. Director of Strategic Partnerships who leads PLT development strategies and develop products and services that result in a robust and sustainable program including sustainable revenue streams.
6. Provide support and strategic thinking towards binational opportunities with PLT and PLT Canada and other education programs and partners including NAAEE.
7. Manage the governance of the Education Operating Committee for the PLT program.
8. Direct the development of a robust digital platform and presence to optimize online content and learning.
9. Direct market research in service to developing new products and services that meet educator needs.

10. Develop and manage annual budgets and work plans for all US-based education programs, to ensure programmatic efficiency and long-term financial sustainability.
11. Initiate and assist with the development of communication strategies that build brand awareness, promote environmental learning to key audiences, and positively engage the PLT networks.
12. Contribute to environmental education-based policy by supporting coalitions and networks to ensure positive outcomes for environmental education.
13. Represent PLT at meetings, conference, and fundraising opportunities.

### **WORK ENVIRONMENT AND TRAVEL REQUIREMENTS:**

This position will initially work remotely due to COVID-19 restrictions but will be expected to work in the downtown Washington, D.C. office when in-person business functions resume. This position requires domestic and international (Canada) travel, up to 25% of time (once COVID-19 restrictions are lifted).

### **QUALIFICATIONS/PERSONAL CHARACTERISTICS**

- A positive attitude and high energy—a person who sees opportunities rather than problems, enjoys working cooperatively, prioritizes the mission over individual agendas, and is a utility player.
- Strong initiative and ability to assess priorities and multi-task to achieve specific outcomes.
- Capacity to manage large and complex programs in a fast-paced environment.
- High level of professionalism and ability to handle tasks with diplomacy, tenacity, and a drive for results.
- Demonstrated ability to manage a diverse and dynamic team.
- Excellent organizational skills with attention to detail and ability to effectively set and meet deadlines.
- Expertise in developing and leading a network of strategic partners.
- Demonstrated success in marketing educational concepts, products and services.
- Experience in governance or managing national committees.
- Experience in raising funds for mission-aligned projects and programs.
- Expertise in developing and administering strategic plans, business plans, and budgets.
- Strong written, verbal, interpersonal, and persuasive communications skills.
- Familiarity with and experience in forestry, sustainability, or environment preferred.
- Multi-lingual abilities valued.

### **EDUCATION/EXPERIENCE REQUIREMENTS**

- Master's degree from an accredited college or university in education, environmental education, natural resources, sustainability, or related subject.
- At least 10 years' progressive work and leadership experience in a related field.
- Proficiency in Microsoft Office applications (Word, Excel, PowerPoint, Outlook), telework software and applications, and project management applications.

### **HOW TO APPLY**

To apply for this position, email a resume and cover letter to the attention of Jessica Kaknevicus, VP, Education, at [careers@forests.org](mailto:careers@forests.org). Subject line should say "Application: Senior Director, Education". Applications will be accepted until March 12, 2021, or until the position is filled.

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SFI Inc. is proud to provide our employees with a collaborative, dynamic, and rewarding professional experience, with a competitive compensation and benefits package and growth opportunities. We are committed to creating a diverse environment and being an equal opportunity employer. Our team represents a broad range of cultures, education, disciplines, and work and life experiences, and we strive to leverage these differences in our daily work. We will not discriminate against any employee or applicant on the basis of race, color, national origin, religion, age, gender, gender identity or expression, sexual orientation, disability, or any other protected characteristic. We believe in creating an empowered and supportive team that is committed to advancing sustainability through forest-focused collaborations. Learn more [here](#).