



## Organization Description

Keep Houston Beautiful is the city's leading organization in beautification, litter reduction and recycling education. For 28 years, Keep Houston Beautiful has been reaching out to all segments of our community to educate and empower individuals to take greater responsibility for beautifying and enhancing Houston's environment. Each year's successes have created a cleaner and healthier city for all Houstonians. Keep Houston Beautiful strives to provide continuous education and public awareness efforts that support and promote sound waste management activities, plan, develop and implement neighborhood-based litter cleanup programs and activities, coordinate and implement landscaping improvements, as well as, maintain fiscal sustainability and accountability.

Keep Houston Beautiful's programs include: Adopt-A-Block, Weekend Clean Ups, Adopt-An-Esplanade, Waterway Cleanup Program, and the Mayor's Proud Partners Luncheon. These programs provide an important public service by educating people of all ages about environmental issues and promoting the acceptance of individual responsibility by offering ways for people to become directly involved in a stewardship activity.

## Position Summary

Keep Houston Beautiful is seeking a Program Manager & Communications Coordinator with writing/editing skills to articulate a refined KHB voice across print and online materials. The Program Manager & Communications Coordinator will be responsible for management and implementation of all activities relevant to the daily and long-term program and communications goals and strategies of KHB.

## Main Responsibilities

In cooperation with the Executive Director, the Houston Clean City Commission Commissioners, and community and city partners, this individual will help execute the various cleanup and beautification events, event coordination, communication materials, and daily office activities, focusing on the following areas:

### Marketing

- Manage the production, distribution, and maintenance of all print and electronic collateral, including, but not limited to, newsletters, brochures, fliers, and e-blasts
- Maintain and update the KHB website to ensure all information is current, consistent, and coordinated with other marketing materials
- Plan, coordinate and execute social media strategy, including Facebook, Twitter, Constant Contact, etc.
- Maintain, analyze and distribute key metrics from website/social/email marketing, and provide regular reports as appropriate
- Provide editorial and design support with annual report and quarterly newsletter
- Coordinate production and distribution of special projects (reports, presentations, brochures, etc.) as needed

### Events Planning

- Coordinate special events with community partners
- Support coordination of annual Mayor's Proud Partners Luncheon



#### **Other Communications-Oriented Tasks**

- Help with management and upkeep of volunteer database
- Respond to, filter, and track inquiries from various partners and constituents in need of supplies for cleanup and beautification initiatives
- Manage Adopt A Block and Adopt A Ditch programs

### **Foundational Competencies**

#### **Analysis & Decision Making**

Gathers and compiles accurate information; identifies key issues and proposes viable solutions; seeks and considers others' point of view when dealing with unfamiliar situations; articulates thought process and rationale behind decision making

#### **Teamwork & Leadership**

Contributes to team decision-making, goal setting and problem solving; fulfills role as team member directing own efforts toward accomplishment of group goals; builds cross-functional relationships

#### **Adaptability/Flexibility**

Responds effectively to emerging issues; adjusts to new expectations with energy and optimism

#### **Communications**

Tailors communication to meet the needs of the specific audiences and situations; builds appropriate rapport; practices active listening skills; keeps others informed of programs towards goals; effectively articulates ideas—verbally and in writing—in a clear and compelling manner

#### **Qualifications**

Undergraduate degree or comparable experience

At least two years of communications-related experience

Technically savvy, especially with social networking, design and database software