

National Program Director, Little Green Thumbs

Location: Saskatoon

Term: Full-time, Permanent

Salary: \$68,000 - \$78,000

Little Green Thumbs (LGT) is a national indoor classroom gardening program managed by Agriculture in the Classroom Saskatchewan (AIRC-SK). The program equips teachers across Canada with the tools and knowledge to grow indoor classroom gardens, providing rich, hands-on learning opportunities for students. Little Green Thumbs operates through a network of 10 regional host organizations, each delivering the program locally. Learn more at www.LittleGreenThumbs.org.

POSITION OVERVIEW:

The Little Green Thumbs National Program Director, based in Saskatoon, Saskatchewan, is responsible for overseeing, managing, and promoting the LGT program nationally. This role supports the strategic growth of the program, ensuring it operates efficiently and aligns with both funding partner goals and AIRC-SK principles.

Although logistics management, including procurement, distribution, and inventory, is a part of this role, it will not be an immediate responsibility. Initially, these functions will be handled by other team members, allowing the new hire to first focus on other core responsibilities and gradually take on logistics as they become comfortable.

KEY RESPONSIBILITIES:

1. Strategic Direction & Fundraising

- Collaborate to develop and implement the strategic vision for the national LGT Program.
- Lead efforts to secure funding through government grants, foundation support, and corporate sponsorships.
- Support host organizations in fundraising efforts, providing guidance and resources.
- Oversee the national program budget and support host organizations on budgeting.
- Continuously improve the program by incorporating feedback from teachers, students, and regional coordinators.
- Promote program expansion by establishing new partnerships with host organizations across Canada.

2. Program Operations, Training & Reporting

- Manage and maintain a program operations system, ensuring accurate tracking of teacher participation, statistics, and feedback.
- Coordinate training and ongoing support for regional host organization coordinators.
- Ensure regional coordinators follow standardized policies related to quality control, safety, and program integrity.
- Oversee the administration of annual surveys.
- Compile and analyze survey data, producing reports for stakeholders and funding partners and improving program efficiencies and effectiveness.
- Manage policies and legal agreements with host organizations.



3. Project Management

- Manage the development of educational resources, including lesson plans, videos, and training materials.
- Create and manage project timelines, ensuring resources are completed on time and within budget.
- Develop and execute detailed project plans and budgets.
- Source and oversee project consultants as required.
- Effectively engage and communicate with stakeholders to ensure resources meet needs.

4. Communications, Promotions & Social Media

- Oversee all communications and promotional activities for the program, including media releases, newsletters, and other public communications.
- Maintain and update the Little Green Thumbs website.
- Develop and execute social media strategies to increase program visibility and engagement across multiple platforms.
- Coordinate with marketing staff or consultants to ensure brand consistency and message alignment.
- Engage with media, stakeholders, and the public to promote program initiatives and successes.
- Monitor and analyze the impact of communication strategies to adjust plans and maximize effectiveness.

5. Inventory, Shipping & Receiving Logistics (Future Responsibility)

- Oversee the procurement, inventory management, and distribution of classroom gardening supplies to regional coordinators and over 1,000 classrooms annually.
- Responsibilities will include managing supply orders, coordinating shipments, and ensuring smooth distribution to teachers and regional coordinators.

QUALIFICATIONS:

- Strong leadership and strategic planning experience.
- Project management experience is essential.
- Educational resource development experience is an asset but not required.
- Experience and competency in fundraising and budget management.
- Excellent communication and collaboration skills.
- Proficiency in digital communications tools (websites, social media, Teams, Zoom).
- Passion for garden-based learning and experience in educational programming.
- Familiarity with logistics and supply chain management is an asset.
- Agriculture knowledge and French bilingualism are assets.
- Degree or equivalent experience in Education, Business, or Agriculture.

Employees will have a flexible working environment and will be required to work outside of normal working hours at times.

APPLICATION DEADLINE: October 4, 2024

Please send cover letter and resume with subject heading: National LGT Director to careers@aitc.sk.ca.

