



Job Description: Horticultural/Landscape Education Coordinator

The Arizona Landscape Contractors Association (ALCA) seeks an enthusiastic and creative Education Coordinator to take the reins of the established curricula, manage all internal education processes and drive the education initiative to new heights. As a key contributor, under the direction of the Executive Director, the Education Coordinator will collaborate with industry professionals and the ALCA board Education Director to refine ALCA's current education processes. This position will also focus on growing and developing external member relationships to expand the organization's educational reach. The Education Coordinator will work with the board appointed education committee and industry experts to ensure curriculum is current and up to date with scientific standards.

Position Type: Full-Time, Reporting to ALCA's Executive Director

About Us: ALCA is a state-wide association established in 1964. ALCA is a dynamic, fully self-funded trade association dedicated to supporting landscape contractors. ALCA consists of a network of over 400 professional landscape and affiliated companies representing approximately 26,000 workers. ALCA's mission is to provide the education and government representation resulting in the enhanced professionalism of members and the public's perception of the Landscape Contractors and the Green Industry. The association currently has 3 landscape certification programs and conducts many other stand-alone workshops each year.

Responsibilities:

1. Workshops and Training:

- Plan and conduct educational workshops for landscape contractors with various skill levels and target audiences.
- Coordinate annual education schedule with volunteer facilitators.
- Maintain all student correspondence pre/post workshop, registration assistance as needed, and certification status/renewal information.
- Prepare all workshop material and set up/clean up classroom.
- Apply for CEUs, record and submit students' CEUs in order for them to maintain their certifications.
- Update educational aspects of ALCA website with workshop materials, applicable resources, education registration calendar and certification status.
- Schedule and facilitate Zoom meetings for Online workshops and prerecorded workshops.
- Process "On-Demand" workshop requests.
- Assign workshop specific exams and send post workshop surveys to students.
- Be available to teach in Tucson one Saturday per month.



2. **Business Development:**

- Identify, pursue and develop new educational opportunities, partnerships, and collaborations to expand our organization's reach.
- Further the relationship with the Arizona Department of Education to bolster the certification programs in the high school agriculture classes.
- Engage with Homeowners' Associations (HOAs) and property management firms to promote sustainable landscaping practices and offer our educational programs.

3. **Volunteer Staff Management:**

- Recruit, train, and manage a team of volunteer instructors to assist with workshops and educational events.
- Foster a collaborative and supportive environment for volunteers, ensuring their continued engagement.
- Keep ALCA's contact management system (Act!) current with volunteer contact information.
- Coordinate with ALCA volunteers to develop Landscaping Tips & Safety Tips to be distributed in ALCA's monthly newsletter.
- Assist the Executive Director in recruiting members to generate articles for The ALCA Influence bi-monthly magazine.

4. **Curriculum Management:**

- Meet regularly with the Executive Director and education committee for guidance and direction of ALCA's educational opportunities and programs.
- Maintain educational content, including written materials, presentations, exams and visual aids for workshops and online platforms as needed.
- Create informative and engaging content related to landscaping for our website, social media channels, and other communication platforms.
- Work alongside ALCA Board, Director of Education and education committee to certify curriculum annually.

5. **Additional Participation:**

- Attend and assist the ALCA team with major events such as mixers, trade show, golf tournament and awards program.
- Attend and represent ALCA at related trade events.
- Review and edit ALCA created content for distribution as needed.



6. Social Media Management:

- Maintain an active presence on social media platforms by regularly posting educational content, updates, and engaging with the audience.
- Utilize social media to promote upcoming workshops, events, and share horticultural/landscaping insights.

Qualifications:

- Bachelor's or Associate's degree or related field experience is required.
- Horticultural expertise as it applies to sustainable practices in landscaping, and environmental conservation.
- Strong communication and presentation skills, both written and verbal.
- Ability to work independently and as part of a team, with excellent organizational and time management skills.
- Prior experience managing volunteers, workshop facilitation, public speaking, or education.
- Willingness to travel to conferences and workshops as required.
- Spanish speaking is a plus.
- Must be familiar with MS Office Suite: Word, Excel, Outlook, PowerPoint etc.
- Must be available to work some evenings and occasional Saturday workshops in Phoenix and Tucson.

Benefits:

- Competitive salary (Full-Time hourly rate of \$25 - \$30 DOE)
- 401K option with 3% match (Following one year of service)
- Two weeks accrued paid time off
- Six paid holidays
- Collaborative and supportive work environment

Join ALCA in providing landscape professionals with science-based knowledge and skills to excel in the landscape industry. To apply, please submit your resume and a cover letter detailing your relevant experience and motivation for this role barb@alca.org.