Associate Director of Engage Programs  
Job Description  

About the Atlanta BeltLine Partnership  

As one of the largest, most wide-ranging urban redevelopment programs in the United States, the Atlanta BeltLine (www.beltline.org) is the catalyst for making Atlanta a global beacon for equitable, inclusive, and sustainable city life. It is improving the quality of life for all Atlantans through investments in parks, trails, transit, streetscapes, affordable housing, public art, economic development, job creation, and environmental cleanup.

The Atlanta BeltLine Partnership (ABP) is the 501c3 nonprofit organization formed in 2005 to support the Atlanta BeltLine project. The Partnership enables the Atlanta BeltLine project by raising private and philanthropic funding, engages the public through programming, events and activities, and empowers residents in Atlanta BeltLine neighborhoods through partnerships that bring about positive outcomes in the areas of health, housing and economic development.

In delivering its mission, ABP collaborates with Atlanta BeltLine, Inc. (ABI), the entity tasked with the implementation of the Atlanta BeltLine vision. Working closely with the City of Atlanta and partner organizations, ABI oversees all aspects of planning, developing, and executing of the project.

The Atlanta BeltLine Partnership plays the critical role of raising philanthropic capital to support the implementation of the Atlanta BeltLine, having raised more than $200 million to date.

Equally important, The Partnership manages a robust portfolio of programs that maintain strong, broad-based civic and community support for the Atlanta BeltLine and enhance the ability of the investments in Atlanta BeltLine infrastructure to yield positive health, economic, and other social outcomes for residents in Atlanta BeltLine neighborhoods.

Led by a small core staff, ABP accomplishes its objectives via myriad partners, a network of specialized contractors, and hundreds of active volunteers.

Position Overview and Responsibilities  

Reports To: Deputy Executive Director  
Direct Reports: 1 full-time (Program Coordinator), plus contractors, interns, and volunteers  
Employment Status: Full-time, Hybrid  

The Associate Director of Engage Programs manages ABP’s programs and events that engage the public to build broad-based support for the Atlanta BeltLine. The position requires extensive internal and external collaboration and relationship management, thoughtful planning and budgeting, and the ability to develop and refine outcome measurements to assess program effectiveness and resource allocation.
The Engage program portfolio helps people learn about, enjoy, beautify, and advocate for the Atlanta BeltLine. It also plays an important role in attracting and retaining sponsors and individual donors. Programs include:

- **Volunteering:** Volunteers are critical to our success; many companies connect with the BeltLine this way. Volunteers care for parks and trails through Adopt-the-BeltLine, service days, and other beautification projects, help deliver our programs and events, and serve as BeltLine ambassadors.

- **Tours:** We offer bus, bike, and walking tours with trained tour guides to help people learn about and experience the BeltLine first-hand.

- **Free Fitness:** We provide the City of Atlanta’s largest free fitness program with dozens of instructors, hundreds of classes, and thousands of participants each year.

- **Walk with a Doc at Cook Park:** We partnered with the Alliance for the Activation for Cook Park, Walk with a Doc, and Morehouse School of Medicine for monthly walks at Cook Park in Vine City.

- **Atlanta BeltLine Race Series and Run Club:** Our partnership with the Atlanta Track Club allows runners, walkers, and dogs to enjoy the BeltLine and build camaraderie by participating in three annual races and weekly meet-ups around the BeltLine.

- **Special Events:** ABP community events and events in partnership with Atlanta BeltLine, Inc., we connect with the community through special events like the Atlanta BeltLine Lantern Parade, Big Tigger’s BeltLine Bike Fest, and more.

**Key Responsibilities:**

- **Planning and Execution:** Create and execute plans for Engage programs to achieve participation goals, deepen residents’ support for the BeltLine and the Partnership, and deliver high customer satisfaction. Participate in organizational planning.

- **Community Engagement:** Collaborate with community organizations and residents along the BeltLine to meaningfully engage them in the development and delivery of programs. Leverage existing relationships through other departments, ABI, and partners.

- **Donor Engagement:** Support the Development team by positively engaging corporate donors and their employees in programs. Help identify and cultivate potential individual donors as they participate in our programs. Provide program data and information to support grant writing and reporting.

- **Manage External Partner Relationships:** Manage operational and agreement aspects for primary Engage partners (Atlanta Track Club, Atlanta Parks and Recreation, and Annie Casey Foundation (Pittsburgh Yards).

- **Partner Cultivation and Engagement:** Cultivate new and existing partner relationships to leverage external resources to support the delivery of the Atlanta BeltLine Partnership’s programs.

- **Board Engagement:** Work with board members to engage them in successfully delivering Engage programs. Assist with the management of the board’s Engage Committee.
• **Communications**: Provide clear goals, target audiences, key messages, program details, etc., to the Marketing & Communications team to aid the development of communications plans that will support program goals. Conversely, collaborate with Marketing & Communications and Development teams to leverage our programs as a communication channel to support other organizational goals.

• **Evaluation and Measurement**: Evaluate program effectiveness to ensure we are inspirationally, credibly, and accurately conveying information about the Atlanta BeltLine; having a measurable impact on the public’s understanding of and support for the Atlanta BeltLine; identifying and implementing approaches to increase program participation; and wisely investing our resources.

• **Data Integrity**: Ensure program data is accurate and put in place processes as needed to ensure ongoing data integrity and accurate reporting.

• **Metric Reporting**: Provide monthly reporting on the Engage performance for use in dashboards and organizational scorecards.

• **General Management**: Manage staff, contractors, interns, and volunteers as needed to support Engage programs.

• **Budgeting**: Create and manage the Engage program budget.

• **Other Responsibilities**: As assigned; some evening and weekend work will be required.

**Qualifications**

**Education/Professional Credentials:**

• Bachelor’s degree required.
• Master’s degree preferred.

**Experience:**

• Minimum of five years experience, including supervision, budget management, and relevant non-profit expertise.
• Experience working with volunteers, non-profits, and community-based organizations
• Experience working with people of diverse backgrounds

**Technical Qualifications:**

• Proficient with Microsoft Word, Excel, PowerPoint, and Outlook
• Salesforce or similar database/volunteer management/CRM tools
• Asana or similar project management tools

**Skills:**

• Excellent written and verbal communication skills
• Attention to detail
• Strong organizational skills and ability to meet deadlines.
• Strong leadership, analytical, and strategic planning skills, including demonstrated ability to work across organizational boundaries to produce results.
• Ability to work independently and make well-reasoned decisions
- Initiative to resolve problems, recommend improvements and implement solutions
- Ability to learn and adapt to new technology
- Highly collaborative working style and positive, team-oriented attitude.
- Ability to understand and navigate public and political sensitivities
- Knowledge of and passion for the Atlanta BeltLine project

**Compensation and Benefits**

Annual salary of $80,000, with employer-paid health, life and dental insurance, free parking, and the option to contribute to a 401(k) plan.

We offer a collaborative, fast-paced, hybrid work environment. We have an open office with other amazing non-profit organizations in the 970 Jefferson building, located directly on the Westside BeltLine Connector Trail. There are great food options nearby.

You might get to meet a celebrity one day, build relationships with community leaders the next, and participate in a major event the next – all while knowing you are helping to improve the quality of life in Atlanta.

**How to Apply**

Please send a resume and cover letter to work@atlblp.org no later than **2/19/2024 at 5pm**.

The Atlanta BeltLine Partnership is an equal opportunity agency and does not unlawfully discriminate on the basis of race, sex, age, color, religion, national origin, marital status, veteran status, disability status, sexual orientation, or any other basis prohibited by federal, state or local law. Please let the Atlanta BeltLine Partnership know if you need a reasonable accommodation to perform the essential functions of the position.