

Comfort Lake Forest Lake Watershed District

- Job Description -

Position Title Education and Outreach Specialist or Coordinator

Position Objective As a member of a small, collaborative team, this position provides leadership and coordination of the District's education and outreach efforts as it relates to water resource protection and implementation of the goals, policies, programs, and rules identified in the Watershed Management Plan (WMP) of the District. This position adds value through coordinated education, outreach, engagement, and communication efforts and IT / technical support.

Status Exempt, Fulltime

Accountable to Senior Program Manager

Key Responsibilities and Duties

Education & Outreach (3005)

- » Develop and execute on the Annual Education and Outreach Implementation Plan
- » Lead the identification and prioritization of program and project Annual Outreach Needs Assessments in collaboration with staff
- » Lead the development and implementation of audience specific outreach efforts that align with the comprehensive and annual outreach plans
- » Coordinate with Senior Program Manager to prioritize and lead opportunities to obtain media coverage and respond to media interest in the District and its projects/programs; prepare support materials including talking points, speeches, presentations, and other resources
- » Develop templates, documents, and accompanying staff guidance / training for District materials and resources that adhere to the standards of the District's Brand Manual
- » Develop and distribute outreach materials for new projects and programs
- » Plan, coordinate, and implement workshops and events that support the District's initiatives including the Watershed Champion Awards Program
- » Provide ongoing input to update and implement the District's Comprehensive Education and Outreach Plan
- » Collaborate with and support external partners and stakeholders by participating in shared or regional educational meetings, activities, events, and programs.
- » Coordinate the District's standard project signage initiatives

- » Liaise with local schools and lead the District's student engagement efforts to increase participation in District programming
- » Lead the District's budget process for the education and outreach program that aligns with the annual implementation plan; manage program expenditures
- » Evaluate the need and make recommendations for external resources in the education and outreach program that align with the budget; manage consultant and partner-collaboration
- » Research, submit, and manage grants to support education and outreach initiatives
- » Evaluate, assess, and document the District's education and outreach efforts to inform ongoing decisions for continuous improvement
- » Develop and implement the District's social media strategies; coordinate and contribute content for timely postings on the District's social media platforms to increase the online presence of the District and engage local stakeholders
- » Support the District's volunteer programs with appropriate recruitment and training materials; oversee outreach and education volunteers

Technical Resource Sharing and Interagency Communication

- » Support the Senior Program Manager and other staff in the District's interagency communication activities

Technology and Website

- » Provide IT and technical assistance to ensure that District matters are handled efficiently and effectively; serve as liaison between staff and contracted IT management firm as applicable
- » Provide IT and technical assistance to Board of Managers as appropriate
- » Manage the District website, coordinate regular content updates, and ensure site accessibility
- » Provide general oversight, assistance, training and documentation on all software platforms used by district staff (except GIS)
- » Actively manage asset tracking system and retention schedule. Coordinating with other staff as needed
- » Review potential hardware/software purchases and provide recommendation to District Administrator; coordinate with IT management firm as applicable

Qualifications and Experience

Position Specific

Required

- » BA/BS in environmental, natural sciences, communications, or related field, or equivalent combination of education and experience related to job
- » Experience in environmental education, public speaking, outreach coordination and communications
- » Demonstrated experience in developing content for a variety of media and

- platforms (e.g. websites, social media, print materials)
- » Maintain a valid driver's license, a good driving record and insurance approved by the District; provide a private automobile on a daily basis for use in carrying out District business

Preferred

- » Five or more years of experience in environmental education, public speaking, outreach coordination and communications
- » Experience leading education, outreach, and communications programs for a natural resources or similar organization
- » Experience planning and coordinating special events
- » Demonstrated experience in developing content and strategy for a variety of media and platforms (e.g. websites, social media, print materials)
- » Knowledge of watersheds, storm water management, natural resource management, local government operations and regulations
- » Working knowledge of office automation products, databases and remote control
- » Good understanding of computer systems, mobile devices and other tech products
- » Ability to diagnose and resolve basic technical issues
- » Experience with and/or aptitude to learn Adobe Creative Suite or similar design software

All CLFLWD Positions

- » Collaborative and cooperative with internal and external stakeholders
- » Understand importance to ensure security of district property and facilities, and confidentiality of information and records
- » Competent with personal computers including Microsoft Office Suite, email and Internet applications and other common software applications
- » Flexible and adaptable to do what it takes to get the job done
- » Ability to plan, prioritize, multi-task and complete projects by deadline
- » Service-oriented, with a respectful and friendly demeanor
- » Ability to problem solve and innovate
- » Demonstrate a high level of respect, integrity and confidentiality
- » Strong written, oral, and interpersonal communication skills
- » Strong organizational skills
- » Willing to learn new technology and processes and recommend enhancements
- » Able to work on some evenings and weekends