

Organization: Riley-Purgatory-Bluff Creek Watershed District

Position Title: Education & Outreach Coordinator

Reports To: District Administrator

Type of Position: Full-time, exempt from the provisions of the Fair Labor Standards Act

Salary Range: \$42,400 - \$63,600, depending on qualifications, plus paid vacation & personal time off, PERA contributions, medical/dental insurance

POSITION OBJECTIVE

This position coordinates the water resource education and outreach programs of the Riley-Purgatory-Bluff Creek Watershed District, under the direction of the District Administrator. The primary objective of this position is to assist in the improvement and protection of the water resources of the Riley-Purgatory-Bluff Creek Watershed by providing water resource education and outreach programs and resources to citizens, community leaders, municipal staff, landowners, schools and others in the Riley-Purgatory-Bluff Creek Watershed District. Additionally, this position supports the communications program and works to build District capacity through the implementation and management of a volunteer program.

JOB DUTIES AND RESPONSIBILITIES

Outreach (90%)

- 1. Coordinate, design and implement formal and informal education and outreach programs and activities.** Programs can include but are not limited to:
 - a. School presentations, fieldtrips, community tabling events, such as city open houses and sustainability fairs, and presentations to nonprofits groups and other organizations
 - b. Strategies for non-structural, non-point source pollution control, e.g. Water Festivals, storm drain marking projects
 - c. Professional trainings for maintenance, operations, and public works staff in both the public and private sector (e.g., snow and ice removal training)
 - d. Develop educational materials and literature for the District
 - e. Coordinate registration and logistics for a wide variety of programs and events

- 2. Communicate with target audiences via formal and informal communication efforts.**
 - a. Manage District social media accounts *to* promote district work and goals, via Facebook, Instagram, and Twitter
 - b. Work to effectively reach, understand, and engage diverse and/or underserved audiences
 - c. Maintains website with assistance from consultant and staff
 - i. Manage online public calendar of upcoming events and meetings
 - ii. Assist with generation of web content
 - d. Contribute newsletter articles and other content to the District's e-newsletter
 - e. Assist with the District's Annual Report and other written communications

- f. Assist with project-specific communications of District projects
- 3. Manage and grow volunteer program at the District**
 - a. Recruit, coordinate, and manage volunteer participants for Adopt-a-Dock, Minnesota Water Stewards, and other programs.
 - b. Provide and manage opportunities for volunteers
 - c. Organize one-time volunteer events, such as tree-plantings
 - d. Grow and formalize volunteer program by fostering new partnerships and improving structure of current programs
 - 4. Coordinate education and outreach partnering opportunities.**
 - a. Develop and maintain positive relationships with other entities—cities, schools, universities, agencies, organizations and associations—to promote the RPBCWD’s mission and goals through outreach activities
 - 5. Provides general office support in an efficient and effective manner**
 - a. Manages electronic mailing lists to assure accuracy
 - b. Sets up meetings, conferences, calls, accommodations, catering, and prepares agendas and handouts as necessary
 - c. Maintains District directory of partner community organizations such as Lake Associations, et al
 - d. Prepares correspondence and reports as required in a timely, accurate manner
 - e. Assists in the coordination of office space and office equipment maintenance

Other duties and responsibilities (10%)

1. Participates as a member of the staff team for District projects and programs by cooperating with other staff and consultants, contributing ideas, providing comments when requested, and helping where needed
2. Provides educational materials and literature reviews as needed for staff, to clients, to the public, for website development, or for program evaluation
3. Works collaboratively with and provides directions as needed to consultants and interns or volunteers
4. Researches and stays up to date with developments in the field of water resources
5. Other duties include but are not limited to:
 - a. Effectively represents water and watershed issues at meetings, conferences, and to other local units of government, City Departments, the Riley-Purgatory-Bluff Creek Watershed District Board of Managers, partner organizations, and the public
 - b. Prepares reports and summaries for the District Administrator and Board of Managers as needed

MINIMUM QUALIFICATIONS: 0-1 years of experience preferred implementing water resource and/or environmental education, outreach and communications programs to a variety of audiences, managing and recruiting volunteers. Bachelor’s degree in natural resources with an emphasis in communication, bachelor’s degree in Education with experience in natural resources, or related. Knowledge of water resources issues. Demonstrated written, verbal, and

presentation skills. Demonstrated networking, team-building, research, coordination, and multi-tasking skills. Ability to work with a diverse public audience. Must have a valid US driver's license. Ability to leverage various social media platform to engage and interact with the public.

DESIRED QUALIFICATIONS: Understanding of social marketing and behavioral change strategies. Experience with non-formal, non-traditional teaching settings (e.g., outside of classroom, adult learners). Training in volunteer management. Knowledge of Adobe Suites other similar publishing software, and experience in web updates and content design. Previous experience with local units of government and stormwater education or urban environmental education. Knowledge of and experience in addressing DEI.

KNOWLEDGE, SKILLS AND ABILITIES

1. Proficiency with a personal computer and Microsoft software packages for word processing, spreadsheet, database management and computer generated graphics, specifically, but not limited to, Microsoft Office, Excel, Word, Access, PowerPoint, Adobe InDesign, Illustrator and Photoshop.
2. Ability to effectively use email and Internet applications and other common software applications.
3. Ability to take direction, work independently with a minimum of supervision, use good time management practices, possess the ability to set priorities and balance large volumes of diverse work.
4. Ability to work collaboratively to develop education and outreach programming with local and agency staff, consultants and associates.
5. Ability to develop and maintain effective working relationships with the District Administrator, RPBCWD Board of Managers, Citizens Advisory Committee, city and agency staff, members of the public, and other interested parties.
6. Ability to effectively communicate verbally and in written form to a wide variety of audiences ranging from elected officials to K12 students.
7. Creativity in developing and presenting educational information and exhibits.

(The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.)

To apply:

Please submit resume and cover letter to tjeffery@rpbcwd.org by April 2nd, 2021 at 11:59 pm.