



**Position Title:** Education and Outreach Director

**Status:** FT/ Salary

**Reports To:** Executive Director, CFW

**Date Created:** August 23, 2022

## Position Purpose

Under the supervision of the Executive Director, the Education and Outreach Director (EOD) oversees all operational aspects of the environmental education and outreach programming including: staffing, offsite and onsite programming, visitor experiences, ambassador training and enrichment, earned income events, and budgeting goals. With commitment to best practices and in collaboration with the Leadership Team, the Education and Outreach Director is also responsible for contributing to and implementing strategic growth for CFW's programs; including identifying and creating education project-based funding and partnership resources, establishing annual program goals, expanding community outreach and stewardship, and performing workload analysis as needed. The EOD is also responsible for upholding Center for Wildlife's positive work culture, and its overall financial health.

The position has direct responsibility for supervising up to 4 employees, and indirect responsibility of supervising volunteers and interns.

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## I. ESSENTIAL POSITION RESPONSIBILITIES

### Priority Weight Assigned

#### A. Program Management:

##### 1. Goals and Implementation

80%

- a. Participate in and contribute to strategic planning
- b. Initiate, set and realize annual goals for programming according to approved strategic objectives
- c. Create deadlines, milestones, and processes for programming staff to achieve annual, monthly, and weekly goals
- d. Collaborate with Executive Director (ED) and Medical Clinic and Operations Director (MCOD) to develop and oversee annual program budgets and operations
- e. Ensure program operations and activities adhere to legal guidelines and internal policies
- f. Assist ED and Development Director (DD) in identifying funding and in-kind support
- g. Act as liaison to ED and Board of Directors for education and outreach programming in areas of daily operations and strategic initiatives, including preparing reports, informing supervisor of project status and deviation from goals
- h. Responsible for maintaining all state and federal permits as needed for the education program
- i. Responsible for measuring results of education & outreach programming including community stewardship, accessibility, and ROI of CFW resources

##### 2. Staffing

- a. Directly supervises education and outreach paid staff. This includes onboarding, benefits packages, performance improvement plans, creating professional development goals, annual reviews, and more
- b. Oversee regular check-ins and reporting by program staff to determine progress and roadblocks



- c. Motivate program staff to fulfill annual and strategic program goals
- d. Coordinate and encourage staff trainings and attendance at conferences and workshops as resources allow
- e. Perform regular workload analysis, programming demand and opportunity to non-paid staffing ratios, and associated recommendations with education and outreach staff, interns, and volunteers
- f. Implement and maintain positive work culture within education and outreach programming through problem-solving, oversight of Education and Outreach Team meetings, time management and efficiencies strategies, shift check-ins with colleagues, and other proactive operational human resources management as needed
- g. Responsible for hiring and firing of all education and outreach staff in conjunction with HR
- h. Collaborate with Volunteer Coordinator and Education team to create, recruit, schedule, and retain volunteer support for visitor experience, educational programming, and earned income events
- i. Identify, maintain, and/or create areas of ownership or accountability metrics to hold Education & Outreach Team to organizational standards and participation

### **3. Education**

- a. Oversee education staff participation in acquisition, daily care, training, and housing for all educational ambassadors under the parameters set forth by the MCOB and ED
- b. Oversee content, marketing and goals for diversified program offerings including onsite and offsite formal programming, tours, and virtual programming
- c. Set and implement best practices and standards of environmental education offerings according to curriculum standards, environmental education pedagogy advancements, One Health initiatives, and CFW's data and messaging as resources allow
- d. Oversee progress towards monthly education fees goals
- e. Oversee growth and maintenance of education partnerships locally and regionally
- f. Oversee accurate and timely invoicing, booking, and acknowledgement procedures for all educational program participants
- g. Oversee growth in exhibits, displays, interpretive signage, and hands-on materials as tools to enhance educational programming
- h. Presents and participates with programming, tours, and events as appropriate
- i. Ensure impact of programming through established and new metrics for visitor experience, education and outreach program attendance and participation

### **4. Outreach and Marketing**

- a. Oversee fulfillment of marketing goals to meet program participant quotas, showcase range and diversity of programming to community, and ensure all literature and marketing materials are consistent with messaging and brand
- b. Set and oversee social media outreach and press weekly, monthly, and annual goals
- c. Collaborate with DD to develop and support ongoing membership and donor tours and events
- d. Oversee growth in earned income events and opportunities including private parties, adult, and partnership workshops and conferences
- e. Collaborate with DD and ED to support and participate in media opportunities

## **B. Organization-Wide Support- Duties and Expectations**

**20%**

Supports Center for Wildlife in areas beyond the direct medical clinic and environmental education programs, including:

1. Assists in the development of CFW policies and procedures



2. Assists in the development of CFW strategic plan and initiatives
3. Maintains professionalism at all times in accordance with Center for Wildlife's Code of Conduct
4. Attends major CFW events in support of mission (4-6 on average annually)
5. Contribute articles to CFW publications
6. Participate in donor cultivation and support of development program as requested by the Executive Director, Board of Directors, and Development Director
7. Fosters a collaborative work environment within the Clinic and Education teams and the broader organization
8. Network, create, and maintain new and current partnerships with state agencies, wildlife clinics, nature and environmental education centers, tourism agencies, local businesses, and other peer organizations
9. Work with development and clinic departments to ensure concepts of One Health, seasonal wildlife challenges, and stewardship are included in all programming

## II. QUALIFICATIONS

### A. Knowledge, Skills, Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Listed below are representative examples of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions:

1. Knowledge of native species ecology, human/wildlife conflict, and environmental science
2. Dynamic public speaking skills
3. Strong staff and team management skills
4. Experience meeting curriculum requirements of public-school systems through environmental educational and interpretive programming
5. Superior interpersonal and communication skills (both written and verbal)
6. Unwavering and exceptional leadership skills
7. Experience working with, empowering, and overseeing volunteers and interns
8. Strong organizational and time management skills for coordinating multiple functions
9. Proficient in Microsoft Windows programs, data entry, familiar with donor and animal databases
10. Able to maintain confidential information
11. Able to initiate and contribute to creative problem-solving
12. Experience with implementing daily, short-term and long-term work and planning simultaneously
13. Sound, rational, and reasonable independent and group decision making and consensus building skills
14. Ability to role model Center for Wildlife's Code of Conduct and commitment to positive work culture with all levels of staffing
15. Must possess a strong personal work ethic, positive attitude, and a high level of integrity
16. Must be an emotionally mature individual with the ability to maintain composure and handle a demanding workload, longer hours during a peak season, the demands and limitations of the field
17. Must work well both independently, as the leader of the Education & Outreach Team and in collaboration with the Leadership Team
18. Demonstrated experience and skills with community outreach and building relationships and opportunities



## **B. EDUCATION AND/OR EXPERIENCE**

BA / MS from a four-year college or university. A degree in **Communications, Environmental Science, Wildlife Ecology, Captive Wildlife Care and Husbandry, Non-Profit Administration** or a related field of expertise is preferred. 3-5 years in program management at a non-profit organization is required. 3-5 years of experience with environmental education is a must. Experience at a nature center or with interpretive trails, signage, or exhibits is a plus. Combination of education and experience required performing the duties of the assigned position.

## **C. Working Conditions**

Minimum of 40 hours per week. Extended work hours periodically required, along with nights, weekends, and holidays. Work is subject to inflexible deadlines.

*The intent of this position description is to provide a representative summary of the major duties and responsibilities performed by incumbents of this job. Incumbents may be requested to perform job-related tasks other than those specifically presented.*