



Job Title:	Education & Outreach Coordinator (EOC)	Salary Range:	\$38,000-\$45,000 DOE
Position Type:	Full-time, some nights and weekends are necessary		
Reports to:	Stephanie McNamara, VLAWMO Administrator		
Date posted:	March 3, 2016		
Posting Expires:	March 18, 2016		
External posting URL:	http://tinyurl.com/ztk7voc		

Applications Accepted By:	
FAX OR E-MAIL: (651) 204-6173 or Stephanie.o.mcnamara@vlawmo.org	MAIL: Stephanie McNamara, Administrator VLAWMO 800 County Road E East Vadnais Heights, MN 55127

Job Description

ROLE AND RESPONSIBILITIES
 Education, outreach and communication efforts have intersecting and overlapping goals and objectives. The EOC performs activities related to communication, marketing, education, planning, and outreach. The VLAWMO Education & Outreach Plan serves as a guide for the EOC's goals and outcomes and can be updated and amended as needed. The EOC position requires a thorough knowledge of the activities within the watershed and works with diverse audiences including children, residents, teachers, local governments, interest groups and others to provide timely information and educational programs which promote public awareness, personal action, and stewardship of water and related natural resources. The EOC communicates regularly with all VLAWMO staff to stay up to date on activities so as to effectively convey information to various audiences. The EOC will be the first point of contact for the public regarding general watershed information.

PRIMARY RESPONSIBILITIES
Communications & Marketing - Develop, coordinate, and implement communication and marketing materials for diverse audiences within the watershed which promote understanding and personal action for the responsible use and management of water and related natural resources. Develop and coordinate internal and external communication efforts and public information efforts, including timely updates to various social media sites and the VLAWMO website, as well as an e-newsletter, local newspapers and other pertinent outlets

Education Program – Develop and implement educational programs, projects, and resources to multiple audiences, including the general public, local governments, K-12 students, and other targeted groups. Build relationships with these different entities to determine where VLAWMO's resources may be of assistance. Municipal Separate Storm Sewer System (MS4) educational needs are identified as a priority for the watershed. The EOC will collaborate with government agencies in achieving a consistent and streamlined municipal education program to meet MS4 and Impaired/303(D) List Waters requirements.

Outreach Program – Coordinate VLAWMO workshops, stakeholder meetings, and community events. This includes the development and delivery of water resource management related presentations, demonstrations, and activities as requested. It also includes the recruitment and management of volunteers, promotion of events through the various communication outlets, and coordination of set up/take down activities. The EOC's presence at these events is expected. Facilitation of the Watershed Action Volunteers (WAV) group and development of engagement opportunities for them is also required. The outreach program will promote the mission and activities of the watershed, engage residents and municipalities, and work to build strong community relations and a consistent and positive public image of the watershed.

Community Blue Grant Program – Manage the Community Blue Grant Program which provides funding for projects or programs that provide water quality educational opportunities. This includes review of applications, developing relationships with potential applicants, preparation of materials for the TEC and Board consideration, oversee applicant duties, and manage annual budget for the program.

Reporting & Planning. Coordinate and prepare the VLAWMO annual report and other official communications, with final review by the Administrator. Regular distribution of information and materials to the TEC and Board shall be managed. Methods to improve internal and external communication will be recommended to the Administrator. Assist with reporting, writing, and responding to public comments.

Partnerships. The EOC shall serve as liaison with appropriate organizations and agencies such as Blue Thumb, Northland NEMO, Watershed Partners, SEEK or other cooperative educational groups. The EOC may serve as the first contact with community groups interested in water resources and potential collaborative projects.

SECONDARY OR OTHER DUTIES

- Assist with planning efforts, particularly stakeholder engagement, but more comprehensive efforts may be included.
- Assist with grant writing efforts or grant management as needed.
- The EOC may assist with sample and data collection and analysis. Field work of some form may be included.
- The EOC may manage some data collection programs such as long as they are significantly water and education related.
- Assist occasionally with intern supervision or other administrative functions.
- Office duties and other work as necessary.

QUALIFICATIONS AND EDUCATION REQUIREMENTS

This position requires a Bachelor's degree in natural resources, education, communications and marketing. Experience in environmental education, outreach coordination, marketing, communications or related areas is also required.

PREFERRED SKILLS

- Diverse knowledge of natural resources and knowledge of State and VLAWMO watershed rules and regulations.
- Written and oral communication skills sufficient for various audiences.
- Ability to write convincing and well-documented reports on resource issues and to translate scientifically or technically complex information into plain language.
- Ability to conduct training sessions to peer groups and outside groups.
- Planning, budgeting, and organizing skills sufficient to manage multiple projects and programs.
- Knowledge regarding social media outlets, the ability to manage VLAWMO's presence in multiple outlets (Facebook, Twitter, Instagram, Pinterest) and to stay up to date on new social media offerings.
- MS Office Suite knowledge.
- Adobe Creative Cloud knowledge.