



## **Education and Outreach Specialist Position Announcement**

### **Job Description**

This full-time position supports the Estuary Program's education and outreach programming efforts. The Education and Outreach Specialist supports the public education and outreach efforts for the Estuary Program with the goal of increasing the community's understanding of bay issues, promoting actions to protect the bay, and publicizing the work of the Estuary Program. The Education and Outreach Specialist reports to the Community Engagement Coordinator and works closely with the Executive Director.

### **The Organization**

The Morro Bay National Estuary Program brings citizens, local governments, nonprofits, government agencies, and landowners together to protect and restore Morro Bay. The Estuary Program is a non-regulatory, nonprofit organization that conducts monitoring and research, restores natural habitats, and educates residents and visitors on how to keep Morro Bay clean and healthy. The Morro Bay National Estuary Program is one of 28 national estuary programs around the country that are working to safeguard and improve the health of some of our nation's most important coastal waters. The Estuary Program achieves results by closely collaborating with many partners to accomplish our shared goals of protecting and restoring the estuary and the watershed. For more information about the program visit [MBNEP.org](http://MBNEP.org).

### **Essential Duties & Responsibilities**

These are the anticipated duties and responsibilities, which may shift due to program priorities.

#### **Communications & Media Relations (25%)**

- Collaborate with the Community Engagement Coordinator to create and share content on the Estuary Program social media pages.
- Engage with the public and other organizations via social media.
- Contribute to weekly blogs on the Estuary Program website.
- Assist with managing the Estuary Program website and its content.
- Assist with outreach to local and national media, and respond to media inquiries.
- Develop press releases and other materials for media outreach.
- Respond to inquiries and requests from community groups and partners and/or direct them to other staff members or outside organizations as necessary

#### **Education Efforts (45%)**

- Evaluate the effectiveness of education efforts and equity initiatives in order to quantify incremental improvements or success.
- Provide the public with engaging opportunities to learn about estuary science and stewardship in the Estuary Nature Center.



- Manage and add to the online education offerings at MBNEP.org.
- Support local PK-12 education partners with curriculum input, field trip content and/or logistics, and collaborative funding.
- Manage and host field trips and presentation requests for interested classes, after-school programs, and community groups.
- Host recurring education programs with schools or groups.
- Help to implement a professional development teacher training for school teachers and educators.

#### General Outreach & Events (30%)

- Assist the Community Engagement Coordinator in outreach efforts including community events and volunteer appreciation events.
- Help to develop brochures, advertisements, and other print and web-based content to implement education and outreach goals.
- Contribute to educational, informational, promotional, and instructional content for brochures, pamphlets, reports (annual report, triannual State of the Bay report, etc.), websites, flyers, handouts, interpretive signs, radio announcements, etc.
- Attend the San Luis Obispo Marine Protected Areas (MPA) Collaborative meetings and assist the Community Engagement Coordinator in participating in the discussions.

#### Minimum Qualifications

- Bachelor's degree in a related field such as: education, environmental education, natural resources management, or environmental studies
- One to three years of relevant work experience, or equivalent degree or coursework in a related field such as communications, education, outdoor education, teaching, writing, etc.
- Excellent verbal and written communication skills, with experience in teaching, public speaking, press release, and/or presentations
- Must be detail-oriented and able to manage multiple responsibilities
- Ability to establish and maintain effective relationships with a wide variety of partner organizations, volunteers, and the public
- Experience conducting outreach campaigns and event planning
- Full computer proficiency with standard Microsoft Office and Office 365 programs
- Knowledge of interpretative principles
- Ability to convey technical and politically-sensitive topics in a clear, concise manner consistent with the organization's voice and messaging standards

#### Preferred Qualifications

- Formal and/or experiential teaching experience



- Experience working in the environmental conservation field and with small nonprofit organizations
- Experience working with volunteers and students
- Some level of Spanish language proficiency
- Experience with basic graphic design including proficiency with Adobe Creative Cloud software, especially InDesign, Photoshop, Canva, and Illustrator
- Knowledge of fundraising, grant writing, and donor relations in a nonprofit environment

### **Pay, Benefits, & Work Environment**

This is a full-time position with a pay rate of \$18-21, depending on experience. We anticipate a start date in November 2022. The position is supported by a four-year grant, with the option to extend. Benefit package includes sick leave, paid vacation, and holidays. Group health insurance, optional Flexible Spending Accounts, and simple IRA retirement savings plan with employer match provided. Casual office environment with options for flexible schedules. Position is currently primarily remote, but must be located in the San Luis Obispo County area for outreach events and for eventual in-person return to the office. Required safety protocols for all staff follow current COVID-related public health guidance. The Estuary Program has a test-or-vaccinate policy. Occasional evening and weekend work within the county, indoors and outside. Estuary Program staff are employees of The Bay Foundation of Morro Bay, a nonprofit that provides the administrative framework for the Estuary Program.

### **How to Apply**

Submit a resume and cover letter to the Morro Bay National Estuary Program. Email submissions preferred. Please send to [staff@mbnep.org](mailto:staff@mbnep.org), submit line- *Education and Outreach Specialist Application*. This position is open until filled with applications being reviewed as early as **Monday, October 3, 2022**. Proof of valid driver's license, insurance, clean driving record (DMV report), and reliable transportation must be provided before a final offer will be made. The Bay Foundation is an equal opportunity employer and is committed to building a team that represents a variety of backgrounds, perspectives, and skills.