

ENVIRONMENTAL OUTREACH SPECIALIST, SENIOR

JOB PURPOSE AND SUMMARY

Positions in this professional/technical class are responsible for planning, organizing and participating in resource development and strategy design to carry out environmental outreach activities to comply with federal, state and local environmental regulations. Implements strategic planning efforts to build community awareness, education, and outreach activities.

CLASSIFICATION DISTINCTIONS

The Environmental Outreach Specialist, Sr. classification is distinguished from the Environmental Outreach Specialist classification due to responsibility for the most complex or advanced program/project assignments requiring substantial use of independent judgment and minimal supervision. Incumbents may act in a lead capacity within area(s) of expertise and direct the work of others that assist with assigned project(s).

KEY OR TYPICAL TASKS AND RESPONSIBILITIES

- Participate in development, implementation, and marketing of environmental outreach.
- Uses social marketing and behavior change theory to develop specific strategies to identify and reach target groups to promote participation and awareness.
- Develops materials for and assembles components of media campaigns targeted toward appropriate audiences.
- Analyzes program effectiveness and identifies methods to improve programs and build public awareness. Conducts research and identifies emerging and changing issues impacting program and makes recommendations to management for improvements.
- Recruits, trains, mentors, and supervises volunteers and interns.
- Assists with budget development for various programs.
- Design/develop newsletters, videos, brochures, web content and other outreach activities to effectively meet environmental needs.
- Plan, conduct and direct meetings, collection events, fairs, tours, workshops, technical assistance, field investigations, trainings, festivals and other outreach activities.
- Work with area community agencies, organizations, and groups in the development of outreach strategies, community resources, partnerships and volunteer coordination.

- Prepare specifications, cost and quantity estimates, bid documents, requests for proposals, contract, and scopes of work to manage environmental outreach contracts.
- Participate in research and development of grant applications, budgeting, policy, planning, data collection, analysis and reporting.
- Organize and maintain records, produce documents, and interpret results.
- Conduct technical assistance visits to businesses and institutional entities regarding proper management and best management practices to promote positive environmental impacts from their operations. This may include coordinating and/or conducting training sessions for businesses, institutions, county departments, and other agencies on environmental issues.
- Provide technical assistance on the proper use of operational/structural source control BMPs to businesses and property managers to prevent stormwater pollution.
- Perform other duties as assigned.

QUALIFICATIONS

Education and Experience:

- Four (4) year degree with major coursework in communications, education, public administration, marketing, environmental science, or related field.
- Two (two) years of experience working with the public in areas related to environmental impacts, community education, community organization, or public relations.
- On a year-for-year basis, any combination of relevant education and experience may be substituted for educational requirements.

Knowledge of: Environmental programs and activities; principles and practices of public information and involvement; methods of preparation and presentation of written and oral reports; regulatory and legislative requirements; using social and electronic media; public relations, marketing and branding principles and techniques; practices used to evaluate effectiveness of education and outreach programs; community organization; departmental policies and procedures, work standards and codes applicable to the job.

Ability to:

- Effectively plan, organize, and prioritize work to complete tasks within prescribed timeframes with attention to deadlines.
- Work effectively with individuals and groups in the community.
- Work independently.

- Prepare effective written and oral communications.
- Develop and present information effectively and in a variety of settings including media, presentations, displays, reports, letters, memos and other outreach using a variety of software; Microsoft Office Suite (MS Word, Excel, and PowerPoint) essential; Adobe programs such as InDesign, Photoshop; Arcview GIS; and Web programs such as Drupal, Joomla preferred.
- Motivate people to participate in environmental programs.
- Plan, organize, and manage several concurrent projects or tasks.
- Adapt quickly to unanticipated changes in priorities and timelines.
- Effectively contribute to a multidisciplinary team of environmental professionals.
- Maintain a valid driver's license.
- Maintain professional composure when dealing with difficult individuals or contentious issues.
- Research and prepare grant proposals, and administer grant funds.
- Establish effective working relationships with staff, governmental agencies, community and business groups, and the general public.

WORK ENVIRONMENT AND PHYSICAL DEMANDS

Incumbents typically work in an office setting, with field work associated with community events and technical assistance visits/meetings. Work involves management of multiple priorities and can involve direct face-to-face interactions with the public. Incumbents are subject to working evenings and weekends and at both indoor and outdoor events that might occur in difficult weather conditions.

Essential tasks include use of the telephone, personal computers, office equipment and driving a county or personal vehicle to travel to various work sites. Work entails seeing, reading, speaking in person and over the phone, handwriting, typing/keyboard and manual dexterity. Setting up for events may require walking, bending, lifting, carrying, kneeling, pushing and pulling up to 25lbs.