

# Education & Outreach Manager

## Gulf Coast Bird Observatory

### **GENERAL POSITION DESCRIPTION:**

The Education & Outreach Manager is a threefold position. The position is responsible for managing all: education programs and events; outreach and advertising; the volunteer program.

### **Primary Roles: (more or less equally focused upon)**

- I. Serve as the public education coordinator for the GCBO.
  - Responsible for developing and implementing GCBO's environmental education programs
  - Teaching environmental topics to school groups, visiting organizations, volunteers, and the general public
  - Providing effective oral and written presentations on and off property
  - Providing high-quality education experiences for Sanctuary visitors
  - Help develop and manage special events such as Spring Fling, Kid's Summer Bird Camp and Xtreme Hummingbird Xtravaganza
  - Perform various other tasks as assigned
- II. Serve as the marketing and outreach coordinator for GCBO
  - Develop and disseminate marketing programs for the GCBO via various platforms
  - Handle electronic media such as Facebook, etc.
  - Write and send out press releases
  - Assist with updating website (WordPress)
  - Publish our monthly eNews (Constant Contact), and Bird of the Month
  - Coordinate and write for our weekly newspaper column Nature Notes
  - Help organize and write for our bi-annual Gulf Crossing newsletter
  - Help organize special events
- III. Serve as the volunteer coordinator for GCBO
  - Rebuild and implement an improved volunteer system
  - Coordinate our volunteer events and efforts
  - Recruit new volunteers
  - Develop training programs
  - Record volunteer hours

### **SELECTION CRITERIA:**

- Experience in wildlife/bird, birding, conservation, and environmental education program development and performance
- Skill in writing and verbal presentations
- Skill with personal computers, including PowerPoint
- Ability to handle multiple tasks in a fast-paced environment
- Ability to handle noisy work environment and interruptions
- Ability to communicate clearly on the phone

- Ability to coordinate with co-workers, media representatives, agency personnel, corporate representatives and community leaders
- Ability to exercise initiative and work both independently as well as a team member
- Administrative and marketing skills
- Experience with WordPress websites, and Constant Contact eblasts a plus
- Outgoing, friendly, and a people person a must

**QUALIFICATIONS:**

- Bachelors or master's degree in environmental education or a natural history discipline is preferred
- Bilingual with Spanish skills preferred but not required
- Experience with marketing and/or fundraising preferred
- Can-do attitude is a must
- Willingness to work some weekends and after hours
- Love of birds is a must, birder preferred
- Valid driver's license required (must be able to obtain TX DL if using GCBO vehicles)
- Background check required

**POSITION INFORMATION:**

Applications due: September 15, 2019

Position will be housed at the GCBO headquarters, Lake Jackson, Texas.

This is a full time, permanent position.

Salary and benefits will be based upon qualifications, but listed as \$35,000 annually. Health insurance is offered (75%-25%)

**TO APPLY:**

Send resume, cover letter, and 3 work references to:

Martin Hagne, Gulf Coast Bird Observatory, 299 Hwy 332 West, Lake Jackson, Texas 77566 or via email to [mhagne@gcbo.org](mailto:mhagne@gcbo.org).