CITY OF BELLINGHAM
JOB DESCRIPTION

JOB TITLE:	**Education and Outreach Specialist**	**UNION:1937**
		SG:109
CLASS TITLE:	**Education Programs and Activities Coordinator**	**CS:Y**
		FLSA:Y
DEPARTMENT:	**Public Works**	**EEO4CODE:PP**

JOB SUMMARY:

Performs a variety of paraprofessional work and field duties associated with education, outreach, information and behavior change programs, projects and activities in support of the Public Works Department. . The position focuses on watersheds, stormwater, water quality and quantity, habitat, transportation, solid waste and water and wastewater treatment concepts that further the goals of the City's programs, projects, and policies. Responsibilities include designing, developing and implementing public involvement and education activities for projects and programs. Coordinates with City departments and other local agencies on efforts as directed.

SUPERVISORY RELATIONSHIP:

Reports to the Communications and Outreach Manager. Works independently under general supervision and direction, and the guidance of applicable federal state and local statutes, regulations, policies, procedures and contractual agreements. Provides instruction and training to lower classified technical staff ,support staff, volunteers, interns and work study students.

ESSENTIAL FUNCTIONS OF THE JOB:

1. Designs and implements education and outreach techniques and programs using appropriate analysis and information gathering processes to obtain required information. Summarizes findings, makes recommendations and assists in implementing program goals and objectives that motivate community members to adopt behaviors that protect, conserve, and improve our community..

2. Plans, organizes, coordinates, and leads a variety of education and outreach and/or public information and involvement programs, events and activities (such as workshops, tours, field trips, public meetings, etc.) in support of Public Works programs. Emphasizing on customer services that effectively convey science-based information in a way that engages public dialogue, shares information or influences behavior change.

3. Utilizes knowledge and understanding of social marketing tools and strategies. Produces professional quality, creative, visually pleasing and informative communication materials for the community about Public Works programs (using various media resources such as writing news releases, updating web content, brochures, advertisements, displays and utility bill insert content and graphic design programs) to implement effective outreach campaigns to achieve program/project goals.

4. Works on education and outreach grants by contributing to project planning, budgeting, application and contract writing, project implementation and reporting processes. Monitors, tracks and ensures compliance with grant requirements and budget constraints.

5. Collaborates and networks with other professional organizations, agencies, and educational institutions on topics relevant to Public Works in accordance with the City's Legacies and Strategic Commitments and Performance Measures.

6. Researches, analyzes, interprets and implements local, state, and federal rules and regulations including Stormwater National Pollutant Discharge Elimination System (NPDES) permit requirements and regulations on water conservation.

7. Facilitates efforts to improve internal environmental practices including reducing waste, conserving energy and water, reducing trips, and reducing greenhouse gas emissions in support of Public Works programs and the City's Legacies and Strategic Commitments and Performance Measures.

8. Responds to questions and concerns from Public Works staff and other city personnel, as well as local agencies, organizations, utilities and the public. Meets with citizens, professional associations and community groups as required.

9. Trains, directs and reviews the work of extra labor staff, interns and volunteers assigned to assist with education and outreach programs.

ADDITIONAL WORK PERFORMED:

1. Maintains program equipment and supplies, including keeping inventory, ordering and restocking supplies when needed, keeping equipment organized, functioning and clean, and properly disposing of out-of-date and unneeded materials.
2. Distributes program materials and associated messages, trains citizens in their use and installation as needed.
3. Maintains records and files, including project/program records, equipment and material purchasing and accounting. Makes purchases for program materials with approval.
4. Performs related duties as assigned within the scope of this classification.

PERFORMANCE REQUIREMENTS (Knowledge, Skills, and Abilities):

Knowledge of:

- Principles, practices and methods of public infrastructure, natural resources management, ecological systems, stormwater management and solid waste.
- Knowledge and appreciation of the complexities and interconnections of ecological systems.
- Applicable local, state and federal laws and standards related to natural resources management including water quantity and quality including NPDES permit requirements and regulations on water conservation.
- Statistical analysis and methodologies.
- Research, interviewing and investigative methods for identifying barrier and benefit of target audience.

Ability to:

- Develop and teach curricula on a variety of public issues for all age groups.
- Strong interpersonal skills to work comfortably, courteously, and tactfully with a diversity of audiences, including the general public, school-aged children, homeowners, elected officials, management, coworkers, volunteers, people with special needs, and others.
- Work effectively both independently and as a team member.
- Plan and organize meetings, and present recommendations and reports.
- Make accurate mathematical calculations using scientific calculator and computer.
- Ability and willingness to work out of doors in inclement weather.
- Prepare technical materials and reports.
- Ability and willingness to demonstrate the Public Service Competencies of Service Orientation, Results Orientation, and Teamwork and Cooperation
- Maintain strict confidentiality of personnel and program participant information.
- Work irregular hours including evenings or weekends.
- Maintain consistent and punctual attendance.
- Physical ability to perform the essential functions of the job including:
    - Infrequently move and transport approximately 50 pounds with assistance.
    - Detect and evaluate sound quality and distinguish tones on a computer or other equipment.
    - Operate and detect information on a computer, keyboard, other equipment or typewritten pages.
    - Communicate effectively with, receive information from and convey information to other people.
    - Operate a motor vehicle.
    - Move between worksites.
    - Tolerate strong odors.

Skill in:

- Excellent oral and written communication skills with an emphasis on public speaking, report writing, composition, punctuation, spelling, grammar and formatting and to prepare informational materials for various media including print, video and web publication.
- Proficient in the use of word processing, spreadsheet, layout and graphics software, including Microsoft Office programs (Word, Excel, PowerPoint, and Publisher) and Adobe Creative Suite programs (InDesign, Photoshop, Illustrator).
- Strong skills in planning, organization, prioritization, and decision making.

WORKING ENVIRONMENT:

Work is performed both indoors and outdoors in a variety of settings. Daily work takes place in an office setting. Other venues include classrooms, the water and wastewater treatment plants, parks facilities, public venues and outdoor sites at various urban creeks, including exposure to the elements, difficult terrain, and strong odors. Frequently interacts with the public and with professionals in the field. Employee works occasional irregular hours including evenings and weekends when required. Employees are required to use appropriate safety equipment and follow standard safety practices.

EXPERIENCE AND TRAINING REQUIREMENTS:

- BA/BS in communications, environmental education or closely related field required.
- Two years of experience developing and presenting educational materials and programs.
- Coursework, training or experience with program design, program evaluation and social marketing preferred.
- An equivalent combination of education, experience and training sufficient to provide the applicant with the skills, knowledge and ability to successfully perform the essential functions of the job will be considered.

NECESSARY SPECIAL REQUIREMENTS:

- Employment contingent upon passing a criminal background check and child and adult abuse records check.
- Valid Washington State Driver's license at time of hire, and good driving record. Candidates must submit three-year driving abstract prior to hire.
- Ability to secure and maintain a valid First Aid and CPR certification within six months of hire.

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