

# JOB DESCRIPTION



**JOB TITLE** Outreach and Volunteer Specialist  
**JOB FAMILY** Operations  
**JOB NUMBER** 570015  
**SALARY GRADE** 5  
**STATUS** Salaried  
**DATE** April 2018

## ABOUT US

The Nature Conservancy is the leading conservation organization working to make a positive impact around the world in more than 69 countries, all 50 United States, and your backyard. Founded in 1951, the mission of The Nature Conservancy is to conserve the lands and waters on which all life depends. One of our core values is our commitment to diversity. Therefore, we are committed to a globally diverse and culturally competent workforce. Visit [www.nature.org](http://www.nature.org) to learn more.

## SUMMARY

The Blowing Rocks Preserve (BRP) Outreach and Volunteer Specialist (Specialist) is a staff member of the Stewardship and Field Programs Department (SAF) of the The Nature Conservancy's (TNC) Florida Chapter. They are part of SAF's South Florida Conservation Program team. SAF is responsible for implementing and managing field conservation work (e.g., wildland fire management, invasive species control, coral/coastal restoration) across Florida and stewardship of the Florida Chapter's network of preserves.

Originally protected for its unique rock formations and sea turtle nesting habitat, today BRP also serves as a model for successful coastal habitat restoration and is home to an education center and interpretive trails serving upwards of 50,000 visitors each year. BRP is one of four flagship preserves the Florida Chapter has included as part of the newly developing Conservation Center for Innovation (CCI). CCI preserve 'campuses' will be managed and developed to increase the Chapter's on-the-ground stewardship, education, outreach, and science efforts to connect nature and people. The Specialist works under the supervision of the Blowing Rocks Preserve Manager and is based at the 73-acre preserve on Jupiter Island, FL. The Specialist will help develop and/or support community outreach activities including the volunteer program and educational activities. This opportunity has a full-time work schedule of 35 hours per week, Tuesday – Saturday, and will involve occasional evening and holiday work.

## ESSENTIAL FUNCTIONS

The Outreach and Volunteer Specialist will be responsible for maintaining existing and creating new volunteer initiatives and community outreach programs, and supporting other functions and conservation priorities of CCI/BRP. They will help raise the organization's profile through select and strategic venues and partnerships, may serve as "brand ambassador" for the Conservancy's mission, and inspire people to want to learn more and engage with the organization in meaningful ways. Although this position supports educational events such as class visits and training, their primary focus is on outreach experiences associated with BRP.

The Outreach and Volunteer Specialist is responsible for the development, implementation and evaluation of a strategic community engagement program aimed at:

- increasing the Conservancy's visibility,
- increasing the impact of the Conservation Center for Innovation,
- engaging a broader constituency in support of conservation,
- engaging those who are interested in conservation but not yet familiar with the Conservancy, and
- reaching the next generation of conservation leaders and supporters.

## RESPONSIBILITIES & SCOPE

### Community Outreach (40%) – Develop and facilitate on- and off-site community outreach programs

- Coordinate existing on-site community engagement such as the annual speaker series, visitor tours, recreation use, and other outreach programs.
- Work with supervisor to develop new opportunities for on-site community engagement at BRP.
- Represents CCI/BRP and TNC at community cultural events.
- Develop temporary and permanent interpretive signage and displays for the Hawley Education Center and visitor use areas such as preserve trails.
- Coordinate use of BRP classroom for meetings, trainings, and other events.
- Willingness to travel for outreach and education events as needed.
- Documents/photographs outreach events for reporting/presentation needs and develops metrics to determine outreach impact.
- Works with supervisor to identify and seek funding grants to enhance outreach programs for CCI/BRP.
- Works as a team member with other CCI preserve campuses' outreach/volunteer staff on increasing CCI's outreach efforts and programs.

*The Nature Conservancy is an Equal Opportunity Employer. Our commitment to diversity includes the recognition that our conservation mission is best advanced by the leadership and contributions of men and women of diverse backgrounds, beliefs and cultures. Recruiting and mentoring staff to create an inclusive organization that reflects our global character is a priority and we encourage applicants from all cultures, races, colors, religions, sexes, national or regional origins, ages, disability status, sexual orientations, gender identities, military or veteran status or other status protected by law.*

**BRP Volunteer Program (35%) – Coordinate a comprehensive volunteer program at BRP**

- Manage all aspects of a volunteer program including recruiting, orienting, reporting, volunteer appreciation, and enrichment opportunities.
- Supervise volunteers engaged in outreach and administrative activities.
- Coordinate with other BRP staff such as the Land Conservation Coordinator and Maintenance Specialist regarding stewardship, science, and maintenance based volunteer opportunities.
- May supervise part-time or seasonal staff and interns.
- Ensure that the administrative requirements of the volunteer program comply with TNC policies and procedures.
- Responsible for oversight of volunteers' youth safety program qualifications.
- Maintain sensitive and confidential information.
- Manage activities within budget, evaluate results, and develop corrective or adaptive strategies as needed.

**General Duties (15%) – Assist with general preserve operations and office duties**

- Assist with preserve operations including opening and closing.
- Answer general visitor questions in-person and over the phone.
- Serve as main point of contact and coordinator for TNC's and external parties' meetings and events at BRP.
- Ability to develop and manage projects and budgets and report and analyze results.
- Work environment involves only infrequent exposure to disagreeable elements and physical exertion and/or strain.
- Willingness to travel and work select evenings, holidays, and/or weekends, as needed.

**Education support (10%) – Provide support for educational & training events at BRP**

- Provides support with other BRP staff for school visits and training events which may involve tours, presentations, and logistical assistance.

**MINIMUM QUALIFICATIONS**

- Bachelor's degree in marketing, public relations, environmental education, business or related field and a minimum of 3 years related experience or equivalent combination.
- Must meet all TNC Youth Qualification requirements and background checks.
- Skilled writer and editor.
- Experience in marketing arena.
- Communication and public speaking skills.
- Project Management skills.
- Experience supervising and managing staff, volunteers and/or teams.
- Experienced in community relations or relationship building.

**PREFERRED KNOWLEDGE, SKILLS & EXPERIENCE**

- Multi-cultural experience and/or multi-lingual skills appreciated.
- Experience serving as a "brand ambassador" or Community Engagement Specialist for a company or organization.
- Experience developing mission-based education programs for a range of ages and demographics.
- Experienced in developing, implementing, and measuring strategic outreach plans and programs.
- Knowledge of current and evolving trends in marketing, conservation and public relations.
- Proven organizational skills and attention to detail.
- Volunteer management and training experience a plus.

**ORGANIZATIONAL COMPETENCIES**

Communications	Effectively expresses messages verbally and in writing. Actively listens to others. Fosters open exchange of issues. Is timely with information.
Flexibility & Innovation	Flexible to changing circumstances. Takes innovative approaches towards work. Takes calculated risks and makes dependable decisions in the face of uncertainty.
Interpersonal Savvy	Maintains positive working relationships. Contributes to productive partnerships inside and outside the organization. Understands team member roles and values the contributions of others. Effectively deals with conflict.
Open to Learning	Versatile learner and committed to self-improvement. Employs strengths effectively. Willingly shares knowledge with others. Seeks coaching on areas needing improvement. Adjusts behavior/performance as needed. Views mistakes as learning opportunities.
Organizational Awareness	Understands the basics of our business. Knows how local job relates to the big picture & contributes to the overall strategy. Knows how/why things work inside TNC. Easily moves through internal networks and channels for success.
Produces Results	Takes Initiative. Focuses on priorities. Strives for excellence. Is dependable and accountable for results. Persistent in the face of obstacles and meets deadlines.

*This description is not designed to be a complete list of all duties and responsibilities required for this job.*

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