



## **Job Description Community Outreach Coordinator**

**Summary:** The Community Outreach Coordinator serves as the primary point of contact for community outreach events to share Loggerhead Marinelife Center (LMC)'s education messaging with the public. This position is responsible for the successful development and implementation of engaging, mission-centric outreach activities in line with LMC's mission and vision. The Community Outreach Coordinator will develop and strengthen LMC presence in the community through key partnerships and by increasing community engagement opportunities both on and off campus. This team member is also responsible for seasonal camp programs and the design, development and facilitation of iconic annual LMC community events including, Endangered Species Day, Earth day, World Oceans Day, TurtleWeen, Blue Friday, and assisting with educational components of TurtleFest.

**Qualifications:** Possess a Bachelor's Degree in a relevant discipline. Must have the ability to lead environmental education programs for different age levels, as well as have the ability to communicate effectively, both orally and in writing and be well-organized. Knowledge of Florida's coastal ecosystems and sea turtles is also essential. Experience with community outreach content development and children's camp coordination preferred.

**Reports to:** Associate Director of Education

**Job Responsibilities:** Includes, but not limited to the following:

- Serve as primary point of contact for mission-centric community events and outreach inquiries
  - Coordinate with Volunteer Coordinator to identify volunteer needs for festival and other community outreach events
  - Communicate with Assistant Education Manager to place outreach and festival events on the departmental calendar in line with other education department programs
  - Coordinate with community outreach contacts to gather all details and needs of each unique event
  - Facilitate and represent LMC at community events and outreach programs
- Oversee Junior Marine Biologist Summer Camp program, including:
  - Training and development of seasonal summer camp staff including Senior and Junior counselors and Counselors in Training (CITs)

- Liaise with DCF to ensure all procedures and policies are being met for seasonal staff in accordance with Department of Children and Families (DCF)
  - Develop program curriculum content, activities and subsequent training materials for camp staff
  - Act as primary supervisor for Junior Marine Biologist camp staff for daily operations
  - Liaise with parents and troubleshoot registration
  - Supervise and assist camp counselors with facility matters
- **Oversee Junior Marine Biologist Seasonal Camp programs, including:**
    - Recruitment of volunteer assistance with Volunteer Coordinator
    - Facilitate camp programming in winter and spring break sessions
    - Facilitate camp programming on PBC school holidays and weeks of high volume at LMC
    - Develop program curriculum content, activities and subsequent training materials
    - Liaise with parents and troubleshoot registration
    - Coordinate with operations for facility space use and planning
- Develop new and innovative outreach activities and programs that promote LMC's unique messaging with a special focus on hands-on, engaging and interactive educational components
  - Develop and coordinate fee-based outreach programs within the community for private events including coordinating with LMC mascot, Fletch
  - Design and implement LMC outreach guest survey to collect qualitative data for education programming and evaluation in support of Associate Director of Education
    - Collect contact information for future marketing promotion or targeted emails for education strategy development targeting specific communities
    - Measure community knowledge of important environmental issues and potential support/compliance with LMC conservation and education programs
  - Develop new and strengthen existing relationships with community stakeholders through increased outreach efforts and partnerships to support LMC education programming
    - Establish regular marine conservation-orientated education programs in local hotels and coastal communities about sea turtle awareness with an emphasis on individual call to actions
  - Designing, developing and facilitating iconic annual LMC campus events for the community including: Endangered Species Day, World Oceans Day, TurtleWeen, Earth Day, Blue Friday, and assisting with Education department components of TurtleFest
    - Develop innovative campus programming for LMC guests to deliver LMC's unique messaging to all ages
    - Creating of event BEO for each event, outlining specific volunteer needs, activities, program schedule, marketing needs and supplies for all LMC staff
    - Event supply inventory and coordination with ops team for set-up and break-down
  - Work with education and conservation department staff to coordinate community restoration projects, promoting community involvement in conservation activities

- Collaborate with education team to lead VIP tours of the facility for special guests and facilitate educational programming as needed
- Other duties as assigned.

**Skills Required:** Self-motivated and able to work independently and with a team. Enjoy working with the general public. Proficiency in Microsoft programs, such as Publisher, EXCEL, and Word.

**Physical Demands:** The physical demands described herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms; and talk or hear. The employee frequently is required to stand and walk. The employee is frequently required to climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 30 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is frequently exposed to outside weather conditions. Successful applicant must be comfortable in a highly-dynamic environment in an active and busy office or outdoor setting. Must be willing and able to travel for offsite programming in LMC campus vehicle and possess a valid driver's license.

**Introductory Period:** It is the policy of LMC that all team members, including newly hired, transferred and promoted team members, will be carefully monitored and evaluated for an initial introductory period on the job. After satisfactory completion of the introductory evaluation, such team members will be evaluated on an annual basis.

This job description in no way states or implies that these are the only duties to be performed by this employee. He or she will be required to follow any other instructions and to perform any other duties requested by his or her supervisor.