

City of Salem
CLASS SPECIFICATION

CLASS. TITLE:	Natural Resources Outreach Specialist	CLASS. CODE: 0097
DEPARTMENT:	Community Development	FLSA: E
REPORTS TO:	Principal Planner	DATE: 7/1/2002

Job Summary:

Develops, promotes and implements educational and informational programs that enhance and protect the City of Salem's natural resources.

Essential Job Functions

(All functions may not be performed by all incumbents.)

1. Develops and implements natural resource educational presentations to students from kindergarten to grade 12. Presentations cover a variety of natural resource (NR) topics such as the Endangered Species Act, tree canopy analysis, non-point source pollution, drinking water production, wellhead protection, and wastewater treatment.
2. Manages and coordinates Adopt-A-Stream (AAS) program with participating schools taking part in water chemistry, stream flow, macro invertebrate and physical habitat studies and report findings to the City; provides educational support and equipment to teachers, maintains AAS records, and recruits new teacher volunteers to the program.
3. Creates and distributes a variety of press releases, brochures and inserts for disseminating natural resource and water conservation information to the general public.
4. Develops and contracts for publicity ads on buses, movie theaters, and radio.
5. Develops and produces outdoor interpretive signs for various city projects.
6. Participates in organizing programs and outreach events that impact Salem's natural resources. Examples of such events include: designing and attending a soil erosion informational booth at a home show, represents the NR Section at City Park master plan meetings; coordinating outreach efforts with Watershed Enhancement team; assisting with plan development of the proposed Environmental Learning Center.
7. Provides water conservation education and information to the public; maintains a water conservation message line for general educational messages and updates on water emergencies and prepares timely press releases for public distribution. Prepares and relays announcements for water curtailment alerts as needed, developed odd/even watering calendar for insertion into Salem at your Service flyer for mailing to all Salem residents, as well as other tip sheets. Develops publicity ads for buses and movie theaters.
8. Participates and plans, promotes, and attends an annual Earth Day event that is jointly sponsored by City and other non-profit/agency organizations. Acts as liaison for other City departments and groups wishing to participate; plans events, recruits participants and advertises; creates and staffs a display booth during event and distributes environmental information.
9. Promotes and assists various projects that enhance Salem's natural resources to include assisting City Parks staff in planning and implementing a volunteer planting; assisting a neighborhood association with planning and purchasing materials for a tree planting project, and working with an AAS teachers to purchase and plant trees at schools.

City of Salem
CLASS SPECIFICATION

10. Serves as City's liaison with a watershed council; attends monthly meetings and contributes time for informational requests from the council.
11. Responds to informational requests regarding aquifer storage and recovery (ASR) system from the general public and initiates public awareness through press releases and a web site; designs signs for installation on major arterioles to alert the public when entering an aquifer zone.
12. Creates, designs, and maintains web site for Natural Resources Section covering topics to include landslide hazards, wetlands, native plants, fish and the endangered species act, trees, outreach educational programs, topical news, and current events.
13. Works with Salem-Keizer schools on storm water stenciling and marking program; trains students and teaching staff on procedures and safety precautions for pilot project.
14. Prepares informational staff reports for Salem City Council on various work-related items.

Important Job Functions

1. Plans and coordinates with Public Works while out in the field.
2. Monitors budget for expenditures related to outreach program. Assists with budget development for outreach program.
3. Participates in organizing the environmental component of the Greater Oregon Academy for Leadership and Service (GOALS) program each summer; includes water quality monitoring, storm drain stenciling, and conducting an environmental behaviors survey.
4. Attends meetings and various training seminars and conferences as required.
5. Applies for and manages grant monies and materials. Seeks and writes grant funding proposals from appropriate sources.
6. Performs other duties as required by supervisor.

MATERIAL AND EQUIPMENT USED:

- Desktop computer, calculator
- City Van
- Miscellaneous office automation equipment, i.e. – fax, phone, copier, etc.

MINIMUM QUALIFICATIONS REQUIRED:

Education and Experience:

Bachelor's degree from an accredited college or university in education, natural resources, public administration or a related field; and,

Three (3) years of experience in classroom education, public speaking or a related field;
or,

Any combination of education, experience and training which provides the required knowledge, skills, and abilities to perform the essential functions of the class.

City of Salem
CLASS SPECIFICATION

License(s) and Certification(s):

- None required.
- State of Oregon Teaching License desirable.

KNOWLEDGE AND ABILITIES:

Knowledge of:

- Environmental sciences and issues.
- City regulations, State and Federal laws regarding natural resources and the environment, Endangered Species Act, Clean Water Act, etc.
- Computers and web design.
- Contemporary office practices and procedures and various office software products.

Ability to:

- Communicate effectively verbally and in writing to a wide range of individuals.
- Speak and present effectively in both a classroom environment and a public forum.
- Work independently and make decisions with minimal supervision.
- Organize and coordinate programs or projects.
- Promote programs and create effective advertising materials/strategies for educating the general public.
- Comprehend and apply concepts for enhancement and efficiency of department and general operations.
- Establish and maintain effective working relationships with individuals, coworkers, other agencies and the public.
- Maintain required work hours and attendance.

Physically able to:

- Sit, keyboard, read, write, hear and speak for extended periods.
- Stand frequently for extended periods.
- Bend, kneel, stoop or climb, and cross over rugged and uneven terrain.
- Lift up to 20 pounds.

The above statements are intended to describe the general nature and level of work being performed by employees assigned this classification. They are not to be construed as an exhaustive list of all job duties or roles performed by personnel so classified. It is as well intended to be compliant with the Americans with Disabilities Act.