

Cacapon Institute

P.O. Box 68, High View, WV 26808-9708
(304) 856-1385 / ci@cacaponinstitute.org
www.cacaponinstitute.org



Outreach Coordinator

Cacapon Institute seeks a full-time Outreach Coordinator. The successful applicant will focus on two activities: engaging educators and students in watershed learning; and engaging current and prospective members in the Potomac Watershed Partnership. In addition, the employee will participate in the full range of CI's non-profit activities including watershed research, education & outreach, grant writing, and fundraising. This is an entry level position, with opportunities for growth. CI staff will work closely with the Outreach Coordinator to develop the requisite skills, and comfort level, necessary for success.

Responsibilities

1. Coordinate outreach for the **Potomac Highlands Watershed School**, CI's eSchool is an award winning online educational tool that promotes Meaningful Watershed Educational Experiences. MWEE's are K-12 Project Based Learning activities supported by NOAA Bay Watershed Education & Training. As the successful applicant:
 - a. You will travel throughout the Chesapeake Bay watershed promoting hands-on activities that connect in-class, eSchool lessons with real-world watershed protection projects.
 - b. You will engage students, teachers, school administrators, non-formal educators, and parents to use the eSchool for MWEE learning, and organize presentations for teacher trainings and regional and national events.
 - c. You will monitor users' response to the eSchool and help develop protocols to enlist users' feedback into a proactive cycle of self-evaluation and improvement to ensure CI is providing up-to-date, cutting-edge, and age appropriate applications for our K-12 audience.

2. Coordinate outreach of the **Potomac Watershed Partnership**, a collaborative effort by federal, state, municipal, non-profit, and for-profit partners. The PWP, a USDA Forest Service initiative, chose CI to coordinate partner activities beginning in 2010. The PWP is dedicated to restoring the health of the land and waters of the Potomac River Basin, thereby enhancing the quality of life and overall health of the Chesapeake Bay. As the successful applicant:
 - a. You will coordinate PWP meetings throughout the Potomac River watershed including semi-annual information sharing meetings and steering committee meetings.
 - b. You will travel throughout the Potomac watershed visiting partners to document successes and challenges of their projects to protect and restore the Potomac watershed.
 - c. You will travel across the Chesapeake Bay watershed & beyond to document successful river and watershed restoration and protection practices to bring back to the PWP; and, you will represent the PWP to the Bay region and nationally.
 - d. You will be chief editor and author of periodic information sharing reports and white papers disseminating project partners activities, advice, recommendations, etc.
 - e. You will monitor the PWP website and initiate web-based outreach (such as social networking) to expand the reach of the PWP.

*From the Cacapon to the Potomac to the Chesapeake Bay,
we use science and education to protect rivers and watersheds.*

3. **In addition**, the successful candidate must be willing to learn a wide range of skills in support of CI's goal to integrate watershed science and education including, but not limited to: field and laboratory data collection, public outreach and education, newsletter publishing, website design, and media and fundraising campaigning.

REQUIREMENTS

- Bachelors degree, preferably in an environmental science or education (or equivalent).
- Exceptional coordination and outreach skills including: managing succinct written and verbal correspondence; an aptitude for planning and problem solving; and an instinct for taking the initiative.
- Be personable, possess good "people skills", have a desire to travel, and the ability to work irregular hours including weekends and evenings.
- Demonstrate working knowledge of MS Office (Word, Excel, Power Point, etc.); and, have the ability to learn project specific software (e.g. ArcGIS, ArcINFO, Garmin cf Que, Adobe Photoshop and Flash, and MS Frontpage & Access).
- Have reliable transportation and be able to pass a background check (required by some school systems).
- Capable of strenuous outdoor activities, occasionally in inclement weather, and ability to lift 50 lbs.

SALARY: \$23,000-\$26,000 with holidays, vacation, and up to \$1500/year reimbursement for medical insurance expenses, following a three (3) month probationary period. Mileage and travel costs, including limited per diem, will be covered.

DEADLINE: Posted or emailed to our office, no later than close of business Friday, July 31, 2010. Please send resume with cover letter and three references via USPS or email. Cover letter should relate your experiences, abilities, and career objectives to Cacapon Institute's needs and goals.

Cacapon Institute

Since 1985, Cacapon Institute has promoted positive change in environmental behavior and increased effectiveness of environmental actions. Our science programs address the need for a continuing record of water quality to assess trends, identify problems, and formulate solutions. We have a history of innovation beginning with the 1988 *"Portrait of A River: The Ecological Baseline of the Cacapon River"* that is widely recognized as a national model. We have remained on the forefront of Chesapeake Bay science and restoration with research programs like *Once There Were Beavers*, *Farmers as Producers of Clean Water*, and *Failure Is Not An Option*. Our education programs fill the need for school-based watershed education that, when connected to surrounding community, foster the generational shift in attitude that will achieve the change in behavior that is required to restore the Chesapeake Bay and its tributaries. We have a strong tradition of fostering and working within partnerships to achieve our goals; we are a member of the West Virginia Tributary Team, Chesapeake Bay Program's Education & Forestry Work Groups, Potomac Watershed Partnership, River Network, and other state, regional, and national organizations.

Cacapon Institute is an equal opportunity employer.

*From the Cacapon to the Potomac to the Chesapeake Bay,
we use science and education to protect rivers and watersheds.*