



**GREATER  
FARALLONES  
ASSOCIATION**

***Outreach Specialist, Seabird Protection Network***

*Position Announcement*

**DEADLINE TO APPLY: MAY 15, 2017**

Greater Farallones Association is seeking a part-time (~30 hours per week) Outreach Specialist for the Seabird Protection Network, with potential for an additional ten hours per week in marine education.

Exact times and days can be flexible but a pre-determined schedule, with occasional adjustments for evening and weekend presentations and events is desired. This position requires travel within the Bay Area, and occasionally the State. Duty station is near Crissy Field in San Francisco, CA.

**BACKGROUND**

National Marine Sanctuaries are administered by the Office of National Marine Sanctuaries within the National Oceanic and Atmospheric Administration (NOAA). The goal of the National Marine Sanctuary System is to protect and manage these marine resources through research, education, conservation and stewardship. Greater Farallones National Marine Sanctuary works in coordination with the Greater Farallones Association to implement several of its programs, including the Seabird Protection Network (Network). The Greater Farallones Association provides personnel to the Network, which is currently seeking a new Outreach Specialist.

The primary goal of the Seabird Protection Network is to minimize levels of human disturbance (i.e., from airplanes, boats, and coastal visitors) at breeding and roosting seabird colonies throughout the California coast. A secondary goal of the Network is to raise overall awareness and appreciation of seabirds. The Network uses outreach, monitoring, enforcement and coordinated management to achieve this goal. The education and outreach component is directed towards creating a social norm for protecting seabirds among pilots, boaters, and kayakers. Outreach efforts focus on reducing disturbance to seabirds and other marine wildlife, and on raising awareness of seabirds.

**POSITION RESPONSIBILITIES**

Successful candidate will demonstrate the ability to change constituent behaviors through effective outreach, education, messaging and marketing by utilizing a variety of products and tools.

- Prepare, schedule and present information on seabird conservation, wildlife disturbance, regulations, and the Seabird Protection Network to pilots, boaters, kayakers and coastal users (adult audiences).
- Research and attend targeted events (i.e. air shows, boat shows).
- Coordinate the development of annual outreach materials with partner agencies.
- Work collaboratively with team members to develop new messaging strategies and outreach materials aimed at minimizing human disturbance to marine wildlife.
- Disseminate outreach materials, including tide books, posters and brochures. Respond to and fulfill requests for outreach materials.
- Prepare and send annual mailings to boaters and pilots prior to the start of seabird breeding season.
- Engage target audiences and their associations, organizations, and clubs through the development and distribution of E-newsletters.
- Implement community-based social marketing strategies.

## **POSITION RESPONSIBILITIES CONTINUED**

- Maintain Seabird Protection Network's event calendar.
- Prepare and submit Situation Reports and other summaries of activities as requested.
- Design, develop and manage online literature center that serves as a resource for seabird biologists, natural resource managers and enforcement personnel.
- Update and maintain program website ([www.SeabirdProtectionNetwork.org](http://www.SeabirdProtectionNetwork.org)), as well as other online resources. In coordination with a graphic designer, manage the development and review process of permanent way-side interpretive signage.
- Evaluate effectiveness of outreach strategies by developing creative techniques to measure outreach and program success.
- Track product distribution and presentations using the Seabird Protection Network online portal.

## **MINIMUM QUALIFICATION REQUIREMENTS**

- Undergraduate degree in environmental science, social science, communications, education or a closely related field is required. Master's degree in an aforementioned field is desirable.
- At least four years of experience in community organizing, stakeholder engagement or public outreach.
- Demonstrated ability of engaging public audiences while effectively communicating in a professional setting (resume should exhibit record of speaking engagements and must be prepared to give a short, convincing presentation if selected for interview).
- Experience coordinating between and working with local, state and federal government agencies.
- Interpersonal skills including conflict resolution, consensus building and intuitive listening.
- Excellent written communication skills (must be prepared to share examples if selected for interview).
- Must have excellent attention to detail especially when designing outreach products and updating websites.
- Must be proficient with Microsoft Office Suite and Adobe Products (InDesign, Illustrator, Photoshop and Dreamweaver).
- Must be willing to fly in a government aircraft (C-130 and Twin Otter) and complete all necessary training to do so, including underwater egress "dunker" training.
- Must have a valid driver's license and access to a motor vehicle. A government vehicle may be available at times, but the employee must complete a defensive driving course, and provide a copy of a valid driver's license in order to use the government vehicle.
- Must clear National Agency Check with Inquiries background check.
- Experience as a pilot or boater; or knowledge of aircraft a plus.

## **OTHER DESIRED SKILLS**

- Experience working with boaters and/or pilots.
- Demonstrated interest in birds and seabird conservation efforts in California.
- Experience working with people of various backgrounds, education levels and adult ages.

## **APPLICATION DEADLINE**

Submit your resume, cover letter and references by **May 15, 2017** to [paul.hobi@noaa.gov](mailto:paul.hobi@noaa.gov)  
No calls please. Phone interviews will occur on May 17 and 18.

## **COMPENSATION**

This position is equivalent to a GS-9-10, depending on experience, as defined by the U.S. Government Office of Personnel Management for the locality pay area San Francisco, CA. Benefits are included.