



Midpeninsula Regional Open Space District

INTERPRETATION & EDUCATION PROGRAM MANAGER

CLASS DEFINITION

Under general direction, oversees and administers the District's Interpretation & Education Programs and services, including the operation and management of the David C. Daniels Nature Center, as well as the management and support of the Outdoor Education Docent, Nature Center Docent, and Docent Naturalist programs. The Interpretation & Education Program Manager; works with program staff to develop and implement continuous improvement methods that sustain volunteer docent involvement and provide engaging public programming.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Visitor Services Manager. Exercises direct supervision over assigned staff and docents. May also provide technical and functional direction to lower-level staff and interns.

CLASS CHARACTERISTICS

This is a single-position classification that oversees and administers the District's Interpretation & Education Programs. Responsibilities include: serving as subject matter expert and project manager on District-wide and site specific interpretive projects and plans; facilitating collaborative program development and delivery with community partners; recommending opportunities, innovative ideas, solutions, and methodologies for enhancing the delivery of interpretation and education programs; monitoring interpretation and education services delivery to ensure that expected outcomes are consistent with District's mission, established program goals, and performance metrics; developing and implementing new plans and strategies to achieve desired outcomes and metrics and fill in gaps; providing staff development and docent training in interpretation and natural history; supervising and supporting interpretation and education staff in their roles as program coordinators, docent trainers and content providers; ensuring all docents comply with applicable District policies and procedures; review and oversight of records and reporting statistics related to the Interpretation & Education and docent programs; and preparation of program status and metric reports, summaries, and updates for executive and board review. . The incumbent also assists in promoting the District's Interpretation & Education Programs through public speaking and participation in professional networks, community events and activities and performs other relevant duties as required. This class is distinguished from the Volunteer Program Manager in that the latter is responsible for developing, implementing, and overseeing all the District's volunteer programs.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS (Illustrative Only)

Management reserves the right to add, modify, change or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.

- Plans, directs, oversees, and manages the District's Interpretation & Education programs, including developing and recommending strategic program goals and implementation plans, preparing and administering program budgets, developing policies and procedures for assigned programs,

supporting program staff in recruiting and training volunteer docents, preparing public outreach information for web, social and other media posting relating to District Interpretation & Education programs; establishing program metrics and statistics for annual reporting; and presenting metrics and program delivery reports to the elected body.

- Oversees and directs operation and management of the David C. Daniels Nature Center in cooperation with land and facilities staff for maintenance and repairs, and with interpretive consultants for exhibit design or refurbishment.
- Ensures that program delivery for environmental education-based field trips and youth engagement, and facilitated natural and cultural history activities support best practices and curriculum standards, including though not limited to: Next Generation Science Standards and Common Core, interpretive principles and methods, accessibility guidelines, Leave No Trace, etc.
- Serves as project lead or in support role for District interpretation projects, plans and programming efforts, including consultant selection processes, project or plan scoping and design, contract management and consultant communication, purchasing and budget tracking; coordinates with legal counsel to determine District needs and requirements for contractual services.
- Monitors program performance for continuous improvement; solicits and reviews public comments on the effectiveness and enjoyment of programmed activities and docent performance; stays abreast of new trends and approaches; recommends and implements modifications to systems and procedures.
- Participates in the annual budget preparation; prepares detailed cost estimates; monitors and controls supplies and equipment; orders supplies and tools as necessary; prepares documents for equipment procurement; participates in the bid process for assigned projects.
- Facilitates recruitment, selection, training, motivation and evaluation of docents in three programs; solicits, organizes and schedules staff and outside trainers for various docent enrichment and training sessions.
- Identifies opportunities for docent involvement in public program delivery and District special event support.
- Identifies and implements ways to recruit new docents through community outreach, public relations efforts, volunteer recruiting fairs, networking with peer agencies and organizations, and other service organizations.
- Contributes to the production of the District *Views* print and digital newsletters; provides and edits content; co-develops, reviews and edits the quarterly Docent Naturalist guided activities schedule (45-65 activities per season)
- Designs and develops thematic interpretive media for preserve signboards and exterior display cases at the David C. Daniels Nature Center.
- Scopes and implements special public events on preserves to showcase interpretation of and engagement with natural resource and cultural history features of District preserves.
- Ensures docents are informed about all District policies and procedures related to their work, including completion of new docent orientation and required training for all docents.
- Evaluates and addresses docent performance deficiencies and issues by providing additional training, reassigning the docent, or terminating the docent assignment. Ensures docents are provided clear performance and involvement expectations and have access to current volunteer handbook
- Holds meetings with District staff to determine ways to maximize the value of the Interpretation & Education Program to the District; holds related interpretive and education trainings for staff to assist with program goals.
- Prepares and maintains accurate and complete records of the work performed; prepares clear and concise reports to monitor the success of the Interpretation & Education Program; creates related written materials as necessary.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, methods and best practices of professional-level interpretive program development and service delivery, including goal setting, strategic program development, work plan development, metrics development and tracking, plan implementation, and evaluation and reporting.
- Principles, methods and best practices of curriculum-based, standards supporting, informal environmental education programming provided in an outdoor setting. Includes goal setting, work plan development, implementations and evaluation
- Principles, methods and best practices of volunteer management and docent program goal setting, development, implementation, and evaluation.
- Practices of researching program issues, latest trends and approaches, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Principles and practices of staff and docent supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff to coordinate assigned docent programs work procedures.
- Techniques for providing a high level of customer service to the public, docents, vendors, contractors and District staff, in-person, online and over the telephone.
- Techniques for engaging with a variety of individuals from various socio-economic, cultural, and ethnic backgrounds.
- Applicable Federal, State, and local laws, codes, and regulations.
- District mission, goals, objectives, and priorities.
- Business letter writing and basic report preparation techniques; effective communication techniques for training and public presentations.
- Basic principles and practices of budget program development, administration, and accountability. Basic principles and procedures of record-keeping.
- Current office and business practices and procedures, including the use of standard equipment.
- Computer platforms and applications related to the work, including instructional design, word-processing, spreadsheet, and graphic design programs.
- English usage, grammar, spelling, vocabulary, and punctuation.

Ability to:

- Plan, strategize, research, organize, coordinate, and implement a variety of activities and programs related to the District's Interpretation & Education programs.
- Organize and prioritize a variety of projects, program elements and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Plan, organize, direct, and coordinate the work of professional and technical personnel, delegate authority and responsibility.
- Identify and implement effective course of action to complete assigned work.
- Understand, apply, and explain complex laws, codes, regulations, and ordinances.
- Develop effective docent program development and recruitment strategies and campaigns; establish and maintain relationships with diverse groups of partners and collaborative community groups.
- Coordinate a variety of projects and programs simultaneously.
- Prepare written reports and correspondence.
- Train and instruct others in interpretation and environmental education principles and skills, and workplace procedures.
- Research, analyze, and evaluate new service delivery methods, procedures, and techniques.
- Organize own work, coordinate projects, set priorities, meet critical time deadlines, and follow up on assignments with a minimum of direction.

- Operate modern office equipment, including computer equipment, copiers, printers, and software programs.
- Use English effectively to communicate orally and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- Establish and maintain effective working relationships with staff, peers, volunteers and those contacted in the course of the work.

Education, License, and Experience:

Any combination of training and experience that would provide the required knowledge, skills and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in interpretation, environmental education, park management, natural or physical sciences, environmental or conservation studies, business administration or a related field, and two (2) years of increasingly responsible experience, including program development and project management needed to provide engaging and enriching services for the general public (adults, youth and children), preferably in a park, recreation area or open space environment.

Licenses and Certifications:

- Possession of a valid California Driver's License.
- Possession of, or ability to obtain Basic First Aid and Cardiopulmonary Resuscitation (CPR) certification within six (6) months of employment.
- Possession of or ability to obtain professional-level certification through the National Association for Interpretation (NAI) as an interpretive manager (CIM™), trainer (CIT™), planner (CIP™), and/or Environmental Educator certification through the California Association for Environmental & Outdoor Education (AEOE), and/or UC California Naturalist trainer certification within 2 years of employment.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle and to visit various cities and meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in work areas and walking between work areas may be required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard, typewriter keyboard, or calculator and to operate standard office equipment. Positions in this classification occasionally bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information. Positions in this classification occasionally lift and carry items that typically weigh less than 50 pounds.

ENVIRONMENTAL ELEMENTS

Employees work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may work in the field and occasionally be exposed to loud noise levels, cold and hot temperatures, inclement weather conditions, or road hazards. Employees may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.

WORKING CONDITIONS

Will be required to work occasional evenings, weekends, and holidays.

EFFECTIVE: May 2018
REVISED: January 2023
FLSA: Exempt