

## **Project Specialist, Outdoor Education**

### **Purpose Statement**

The job of Project Specialist, Outdoor Education, is done for the purpose of developing and implementing a comprehensive marketing and development plan to develop donors and contributions for the Outdoor Education Program; to develop relationships with community partners and grant programs to increase revenue and ensure program objectives of a financially successful and sustainable program; maintains accountability and compliance standards for funding sources.

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### **Essential Functions**

- Develops and implements a marketing and communication plan for the Outdoor Education Program to increase revenue to support program services through grants, donations, sponsorships, etc.
- Establishes and develops relationships with community donors and grantfunders to increase the visibility of the Outdoor Education Program to community stakeholders.
- Represents appropriately the San Diego County Office of Education and the Outdoor Education Program to donors, prospects, regulators, development committee(s) and fundraising volunteers.
- Develops grant applications and related documents (e.g. required reports, budgets, specific inquiries, etc.) for the purpose of submitting highly effective grant applications to the appropriate funding agencies.
- Monitors the financial management of grants (e.g. budget preparation, budget adjustments, expenditures, etc.) for the purpose of complying with all program and funding guidelines of awarding organizations.
- Supports communication to enhance services and assure efficient program activities, resolving issues and conflicts, exchanging information, developing policies and procedures, and forging future partnerships.
- Compiles and analyzes national, state, and district level data, trends and policies related to outdoor educational programs for the purpose of identifying and anticipating district and school needs, and designing services to address these needs.
- Develops and implements a marketing plan for Outdoor Education to target and expand services to K-6 students throughout San Diego County.
- Develops plans to maximize property utilization in order to expand the Outdoor Education Program and increase program revenue.
- Reviews and analyzes existing program materials and services for the purpose of identifying areas of needed changes and making recommendations for program improvement.
- Coordinates outdoor school and outreach programs with local school districts (e.g. summer and weekend scheduling of groups utilizing the outdoor school facilities, etc.) for the purpose of ensuring the needs (facilities, student needs, school pairings, testing dates and holidays) of client districts are met.
- Serves as department liaison to the SDCOE Human Resources department to assist in coordinating recruitment panels and activities.

## **Other Functions**

- Performs other related duties as assigned for the purpose of ensuring the efficient and effective functioning of the work unit.

## **Job Requirements: Minimum Qualifications**

### **Skills, Knowledge and Abilities**

SKILLS are required to:

Planning and managing projects;

Grantwriting;

Operating standard office equipment including using a variety of software applications;

Preparing and maintaining accurate records;

Analyzing budgets;

Analyzing data;

Conducting interviews;

Conducting meetings;

Planning agendas/meetings;

Speak persuasively on behalf of the Outdoor Education Program.

KNOWLEDGE of:

Current marketing and communications trends and tools, including traditional and digital advertising;

Fundraising tools and technology;

Principles of donor development and research.

ABILITY are required to:

Develop a community of motivated supporters;

Schedule a number of activities, meetings, and/or events;

Communicate clearly and concisely, both orally and in writing, and to produce information in a way that is comprehensible to a range of audiences;

Gather, collate, and/or classify data;

Independently work with others in a wide variety of circumstances;

Operate equipment using standardized methods;

Work with a significant diversity of individuals and/or groups;

Adapt to changing work priorities;

Communicate with diverse groups and individuals;

Meet deadlines and schedules;

Work as part of a team;

Work with detailed information/data;

Work with frequent interruptions and set priorities.

### **Working Environment**

The usual and customary methods of performing the job's functions require the following physical demands: some lifting, carrying, pushing, and/or pulling, and significant fine finger dexterity.

Generally the job requires 80% sitting, 10% walking, and 10% standing. This job is performed in a generally clean and healthy environment.

**Experience:** Three (3) years of experience in fundraising, program development, marketing, or sales, performing comparable tasks. Experience working in environmental and/or outdoor education coordinator programs and activities preferred.

**Education:** Bachelor's degree in business, communications, marketing, education, or related field.

**Equivalency:** A combination of education and experience equivalent to a bachelor's degree in business, communications, marketing, education, or related field, and a minimum of three (3) years of experience in fundraising, program development, marketing, or sales, performing comparable tasks. Experience working in environmental and/or outdoor education coordinator programs and activities preferred.

**Required Testing**

N/A

**Certificates**

Valid CA Driver's License

**Continuing Educ./Training**

N/A

**Clearances**

Criminal Justice Fingerprint/Background Clearance

Drug Test

Proof of physical examination including TB Screen

**FLSA Status:** Exempt

**Salary Range:** Classified Management Grade 035

**Personnel Commission Approved:** November 20, 2019

**Revised:** N/A