



Midpeninsula Regional Open Space District

INTERPRETATION & EDUCATION PROGRAM MANAGER

CLASS DEFINITION

Under general direction, oversees and administers the District's Interpretation & Education programs and activities, including providing interpretive services and activities, and environmental education as well as recruiting, training, recognizing/rewarding docents; coordinates various District docents programs, including the operation and management of the Daniels Nature Center, as well as the management of the Outdoor Education Leaders, Nature Center Hosts, and Outdoor Activity Docents programs; developing and implementing methods to sustain docent participation; maintaining docent records; and performs related work as required.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Visitor Services Manager. Exercises direct supervision over assigned staff and docents.

CLASS CHARACTERISTICS

This is a single-position classification that oversees and administers the District's Interpretation & Education programs. Responsibilities include working with staff in other departments to identify opportunities for docent support and to develop docent program parameters; recruiting and training docents, ensuring docents comply with all applicable District policies and procedures, coordinating the activities of the docents with other District departments, and maintaining records and reporting statistics related to the docent program, including tracking docent hours. The incumbent also assists in promoting the District's docent program through public speaking and participation in community events and activities and performs other duties as required. This class is distinguished from the Volunteer Program Manager in that the latter is responsible for developing, implementing, and overseeing all of 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 coordinates the District's Interpretation & Education programs, including preparing and administering program budgets, developing policies and procedures for assigned programs, recruiting and training docents, and preparing public outreach and information relating to District Interpretation & Education programs.
- Oversees and coordinates various District Interpretation & Education programs, including operation and management of the Daniels Nature Center, Outdoor Education, and Outdoor Activities.
- Recommends and assists in the implementation of goals and objectives; establish schedules and methods for providing docent services; implements policies and procedures.

- Monitors program performance; solicits and reviews public comments on the effectiveness of programs and docent performance; 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.
- Collects and analyzes requests for docent help from District staff; recruits, selects, trains, motivates and evaluates docents; organizes and schedules staff and outside trainers for various docent training sessions.
- Works with the Visitor Services Manager and other staff to identify opportunities for docent support and to develop new docent positions and programs; establishes and maintains a listing of the docent positions in each department, including the desired number of docents for each position.
- Identifies and implements ways to recruit new docents through community outreach, public relations programs, docent recruiting fairs, local docent agencies and organizations, court referral programs, and other service organizations.
- Recruits, interviews, tests, and selects each docent applicant thoroughly and determines knowledge, skills, and abilities before acceptance into the program.
- Receives docent applications and maintains a log and file of all applications; screens applications and schedules interviews for docent applicants; participates in interviews with the appropriate department manager; handles all necessary correspondence with applicants in a timely manner.
- Determines which function each docent is best suited for based on assessment of docent knowledge, skills, abilities, and District needs; schedules docents to meet the needs of the District while maximizing docent job satisfaction and fulfillment.
- Ensures all docents are informed about District programs, services, and activities and that District staff is informed about the docent program.
- Plans, directs, and organizes orientation for new docents; coordinates on-the-job and other required training between docents and staff.
- Assists with the production of the volunteer newsletter; writes and edits various articles relating to all aspects of the docent program and District issues; reviews and updates the docent section of the District's website and contributes to the District's newsletter; develops and maintains the volunteer handbook and ensures each docent receives a copy.
- Responds to inquiries from potential docents; provides information about Interpretation & Education programs; prepares and mails information packets.
- Works with local groups and organizations to promote District programs and events; encourages and promote docent support.
- Prepares a variety of correspondence including docent reports, forms, memos, flyers and donation requests.
- Ensures docents receive safety and emergency response training as required and are informed about all District policies and procedures related to their work.
- Performs daily coordination of docents, holds meetings with docents, and gets feedback from docents regarding job satisfaction; designs and implements docent recognition programs, activities, and events.
- Prepares consultant requests for proposals for professional services and coordinates the advertising and bid processes; evaluates proposals and recommends project award; coordinates with legal counsel to determine District needs and requirements for contractual services.
- Evaluates and addresses docent performance deficiencies and issues by providing additional training, reassigning the docent, or terminating the docent assignment.
- Holds meetings with District staff to determine ways to maximize the value of the docent program to the District.
- Prepares and maintains accurate and complete records of the work performed; prepares clear and concise reports to monitor the success of the docent program; creates related written materials as necessary.
- Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles and practices of docent program goal setting, development, implementation, and evaluation.
- Practices of researching program issues, evaluating alternatives, making sound recommendations, and preparing and presenting effective staff reports.
- Principles and practices of docent supervision, including work planning, assignment, review and evaluation, discipline, and the training of staff in work procedures.
- Techniques for providing a high level of customer service to the public, docents, vendors, contractors and District staff, in person and over the telephone.
- Principles, practices, and methods of administering and coordinating interpretive activities and outdoor education programs.
- Techniques for dealing with a variety of individuals from various socio-economic, cultural, and ethnic backgrounds.
- Applicable Federal, State, and local laws, codes, and regulations.
- District goals, objectives, and priorities.
- Business letter writing and basic report preparation techniques; effective communication techniques in public presentations.
- Basic principles and practices of budget program development, administration, and accountability. Basic principles and procedures of record-keeping.
- Basic mathematical principles.
- Modern office practices and procedures, including the use of standard office equipment.
- Computer applications related to the work, including word-processing, spreadsheet, and graphic design programs.
- English usage, grammar, spelling, vocabulary, and punctuation.

Ability to:

- Plan, research, organize, coordinate, and implement a variety of activities and programs related to the District's Interpretation & Education programs.
- Identify and implement effective course of action to complete assigned work.
- Interpret, 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 docents and community groups.
- Coordinate a variety of projects and programs simultaneously.
- Prepare written reports and correspondence.
- Train and instruct others in work 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 employees 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 natural history, business administration or a related field, and two (2) years of relevant experience working in programs providing educational services to the public, preferably in a park, recreation area or open space environment.

Licenses and Certifications:

- Possession of a valid California Driver's License.

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 reports and records that typically weigh less than 25 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

May be required to work evenings, weekends, and holidays.

EFFECTIVE: May 2018
REVISED: February 2019
FLSA: Exempt