

SAN DIEGO COUNTY OFFICE OF EDUCATION

Personnel Commission

CLASS TITLE: OUTDOOR EDUCATION LIAISON, Grade 52

DEFINITION:

Under general direction, plans, develops, organizes, and implements marketing materials, activities, and strategies to maximize participation and use of SDCOE's outdoor education facilities.

REPRESENTATIVE DUTIES:

This position description is intended to describe the general nature and level of work being performed by the employee assigned to the position. This description is not an exhaustive list of all duties, responsibilities, knowledge, skills, and working conditions associated with the position. Incumbents may be required to perform any combination of these duties. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

ESSENTIAL FUNCTIONS:

Provides information to teachers, students, other instructional support staff and the public regarding program objectives and concepts.

Performs outreach to school districts and other prospective client organizations to promote the Outdoor Education program and services.

Understands, promotes, and supports the mission of the Outdoor Education Department.

Develops and implements recruitment and retention strategies for new schools and other potential clients to the outdoor education camp.

Supports and develops a comprehensive strategic marketing plan and meets with stakeholders to collaborate on program achievement and goals.

Develops and conducts presentations and public relations activities for various groups, including Boards of Education, school district and site administration, school superintendents, teachers, students, parents, and community groups, to increase participation in 6th grade camp/outdoor education.

Collaborates and partners with Human Resources staff to help recruit and retain high quality, knowledgeable employees.

Attends community events to promote 6th grade camp/outdoor education, including job fairs and educational conferences.

Prepares sales quotes and financial estimates for school districts or other potential clients.

Acts as a point of contact for school district personnel and parents regarding any concerns while students are attending camp.

Participates, coordinates, or conducts a variety of meetings, staff development, committees, trainings, workshops, and/or conferences in order to present materials and information concerning department programs, services, operations, and activities; represents the outdoor education program as assigned at local, regional, and state meetings, conferences, in-services, boards, councils, and events.

Assists with regular duties at camp as needed to support ongoing operations.

NON-ESSENTIAL FUNCTIONS:

Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

The organization and operations of an Outdoor Education Program
The educational needs and interests of students in a wide variety of science areas (e.g., biology, ecology, geology, natural history, and agriculture)
Effective communication, presentation, and business development strategies
Outdoor education program to demonstrate strong experience with groups

ABILITY TO:

Communicate effectively, both orally and in writing, with different audiences, including students, school district personnel, school board members and other departments at San Diego County Office of Education
Develop trust and build relationships with school communities; establish rapport with children and adults
Produce clearly written, succinct marketing materials to promote 6th grade camp
Develop and conduct oral presentations to a variety of audiences to generate interest and excitement
Be innovative, imaginative, and creative in presenting materials to children
Work effectively independently and as part of a team with minimum supervision
Exercise appropriate judgment in making decisions
Organize and prioritize work with limited supervision
Demonstrate attendance sufficient to complete the duties of the position as required
Complete routine tasks thoroughly, accurately and with attention to detail
Utilize a computer and associated software for word processing, presentation development, and recordkeeping purposes
Meet established goals and deadlines
Work a varied schedule, including some evenings

CREDENTIALS, CERTIFICATES, LICENSES OR OTHER REQUIREMENTS:

Because this position may be called upon to assist as needed at camp, possession of an American Red Cross CPR and First Aid/AED certificate is required within 30 days of appointment. Valid California Driver's License is required to travel between locations in order to perform assigned duties.

EDUCATION AND EXPERIENCE:

A combination of education, training, and experience equivalent to completion of college-level coursework in the natural sciences, recreation, education, or a closely related field and two (2) years of experience in an outdoor education program. Direct experience working in the SDCOE Outdoor Education program is preferred.

WORKING CONDITION & PHYSICAL ABILITIES:

Office/school setting. Incumbents may be required to work evening hours to accommodate parent meetings throughout San Diego County as needed. Must have reliable transportation if county vehicle is not available.

Incumbents may be assigned to one of the remote sites located in the mountains of San Diego County on an as needed basis, with duties to be determined by the program principal. Must be available to work varying assignments in the 24-hour residential school schedule, including overnight assignments.

Established	Approved by Personnel Commission	Revised	FLSA Status	Salary Grade
09/2018	09/2018	N/A	Non-Exempt	52