

State of Washington  
 Dept. of Fish and Wildlife  
 invites applications for the position of:  
**COMMUNITY OUTREACH SPECIALIST 4**  
**\*07738H**

**careers.wa.gov**  
 Working for Washington State

**SALARY:** \$3,819.00 - \$5,010.00 Monthly

**OPENING DATE:** 07/25/13

**CLOSING DATE:** 08/04/13 11:59 PM

**DESCRIPTION:**



**Our Mission**  
 To preserve, protect and perpetuate fish, wildlife and ecosystems while providing sustainable fish and wildlife recreational and commercial opportunities.

**Vision**  
 Conservation of Washington's fish and wildlife resources and ecosystems.

The Washington Department of Fish and Wildlife (WDFW) is dedicated to protecting native fish and wildlife, and providing sustainable fishing, hunting, and wildlife, viewing opportunities for millions of residents and visitors. Working throughout the state, WDFW's employees: field biologists, enforcement officers, land stewards, lab technicians, customer service representatives and others – manage hundreds of fish and wildlife species, maintain nearly a million acres of public wildlife lands, provide opportunities for recreational and commercial fishing, wildlife viewing and hunting, protect and restore habitat and enforce laws that protect fish and wildlife resources. Find out more about us and the important work we are a part of at [www.wdfw.wa.gov](http://www.wdfw.wa.gov).

**Community Outreach and Environmental Education Specialist 4**  
**(Permanent)**

The WDFW is recruiting to fill one full time, permanent, Community Outreach and Environmental Education Specialist 4 position located in the Habitat Program, Restoration Division. The duty station is the Natural Resources Building, Olympia, WA.

Under the supervision of the Fish Passage and Screening Section Manager, this position will lead Statewide outreach activities for fish passage activities to establish and enhance partnerships with outside organizations. This position is responsible for developing outreach plans and strategies, creating effective messaging to enhance program goals, and developing communication materials to support outreach activities. Overall, this position will provide a better public understanding of fish passage activities, the importance of fish passage restoration to salmon recovery and our aquatic systems, and develop strong partnerships to enhance the Habitat Program goals and objectives.

This work makes lasting contributions to the department's goal to *Conserve and protect native fish and wildlife* and the associated Habitat Program objectives (*Habitat exists in sufficient quantity and quality to achieve fish and wildlife conservation, recovery and harvest goals; Habitat ecosystem functions necessary for fish and*

*wildlife survival, recovery and sustainability are protected and restored, Habitat connectivity is maintained and restored).*

## **DUTIES:**

Within the Habitat Program's Restoration Division and Fish Passage Section, the employee is expected to implement a statewide community outreach program for the Program's fish passage and screening activities. The person in this position will be expected to perform these and other related tasks:

- Plans, directs, and develops a communication plan and strategy for implementation.
- Identifies key audiences and initiates communication with outside entities (i.e. local governments, tribes, non-profit organizations).
- Leads and supports media and marketing of fish passage activities for the Program. This includes promoting the DFW staff expertise and accomplishments
- Writes and develops informational materials and networking tools such as factsheets, pamphlets, legislative handouts, stories for print, and other marketing tools.
- Consults with departmental personnel and outside organizations to plan effective information/outreach to communicate program services. This task includes but not limited to closely working with Public Affairs program on communication and outreach materials to confirm Agency consistency on public outreach messages
- Develops presentations and supporting material for community outreach activities and, meets with constituent groups and community organizations.
- Coordinates and schedules meetings and speaking engagements, arrange meetings and travel, develop meeting agendas and oversee logistics.
- Analyzes extent of public understanding of the fish passage program and determines the need and type of information needed.
- Evaluates the effectiveness of information/ public relations/ outreach activities and recommends changes.
- Other duties as assigned

## **QUALIFICATIONS:**

Required qualifications include the following:

- This position requires a bachelor's degree involving major study in environmental, physical or natural science, education, communications or related field. May substitute relevant work experience for educational attainment.
- Minimum of four years of experience in community outreach, environmental planning, marketing, communication, project management, or related field.
- Experience and demonstrative ability to communicate effectively with a variety of audiences in writing and spoken word.
- Demonstrated ability to use effective communication and public outreach techniques
- Excellent writing skills to produce outreach materials
- Demonstrated ability to lead and work in multi-disciplinary teams
- Experience working independently and interacting with the public without direct supervision
- Proficiency in the use of standard office equipment, including all Microsoft Office software programs
- Familiarity with natural resource and outdoor recreation issues in Washington State

The best qualified applicants will have the following preferred qualifications:

- Experience applying knowledge of fish and wildlife biology, habitat science, and ecology to public outreach materials.
- Experience working with non-profit organizations, local governments, and elected officials
- Experience and demonstrated ability to develop and convey clear, timely, and persuasive messages in writing that positively influence the thoughts and actions of others.
- Experience in the use of InDesign software to design and format brochures, handouts or other publications.

Experience is based on full time equivalency (i.e., 40 or more hours/week). Part time work is prorated (e.g., 20 hours/week for 6 years = 3 years of experience).

A valid Washington or other State Driver's License

#### **SUPPLEMENTAL INFORMATION:**

##### **Working Conditions**

The working environment is a busy, professional office setting. Varying degrees of activity occur in the common areas during working hours. This position is scheduled for 8 am to 5 p.m., Monday through Friday. The Specialist may be required to work occasional evenings and weekends. Some travel (statewide) will be required to support the community outreach function.

To apply for this position you MUST complete your profile at [www.careers.wa.gov](http://www.careers.wa.gov) and attach the following to your profile before completing the online application:

- A cover letter describing how you meet the qualifications of this position (generic cover letter will not be accepted)
- A current resume (please make it succinct)
- Three professional references (personal references do not count as professional)

**Please note:** Failure to follow the above application instructions will lead to disqualification. E-mailed documents will not be accepted in lieu of attaching your documents to the online profile.

Upon submission of your online application, you will immediately receive a confirming e-mail. You will then be notified via e-mail of your status during the process. In addition to the e-mail notifications, you can check the status of your application at any time by visiting your online profile at [www.careers.wa.gov](http://www.careers.wa.gov). Due to the high volume of applications that we receive, we ask your understanding and encourage you to use the online process and avoid calling for information.

---

The Department of Fish and Wildlife is an equal opportunity employer. We strive to create a working environment that includes and respects cultural, racial, ethnic, sexual orientation and gender identity diversity. Women, racial and ethnic minorities, persons of disability, persons over 40 years of age, disabled and Vietnam era veterans and people of all sexual orientations and gender identities are encouraged to apply. Persons needing accommodation in the application process or this announcement in an alternative format may call (360) 902-2276 or the Telecommunications Device for the Deaf (TDD) at (800) 833-6388.

#### **COMMUNITY OUTREACH SPECIALIST 4 \*07738H Supplemental Questionnaire**

- \* 1. Please specify your level of education.
  - Bachelor's degree in environmental, physical or natural science, education, communications or related field.
  - Master's degree or higher in environmental, physical or natural science, education, communications or related field.
  - No degree or the degree is unrelated to environmental, physical or natural science, education, communications or related field.
  - None of the above
- \* 2. What is your major area of study? If multiple degrees, please list each degree and major.
- \* 3. Do you have four (4) years of professional experience in in community outreach, environmental planning, marketing, communication, project management, or a related field?
  - Yes     No
- \* 4. Please describe your experience in planning and conducting community outreach activities.

- \* 5. Please describe an example of how you have successfully integrated communication and outreach activities to accomplish a specific organizational objective.
  
- \* 6. Please describe what strategies you use to build and maintain successful working relationships with colleagues and partners?
  
- \* 7. Please describe your experience writing documents for publication and making public presentations.
  
- \* 8. Please describe experience working with non-profit organizations, local governments, and elected officials.
  
- \* 9. Are you willing and able to work non-scheduled hours including evenings and weekends?  
 Yes    No
  
- \* 10. Are you willing and able to work in all weather conditions, including snow and extreme heat, and over difficult terrain including slippery rocks, steep banks, and mud?  
 Yes    No
  
- \* 11. Do you have a valid Washington State, or other state, driver's license? (If selected for an Interview, you may be asked to furnish your license and driving record.)  
 Yes    No
  
- \* 12. Have you been convicted of a misdemeanor or felony within the past ten (10) years? (Conviction of a misdemeanor or felony does not necessarily bar you from employment.)  
 Yes    No
  
- \* 13. Please verify that you have included the following information in your online application:  
1) A chronological resume OR a completed online profile that includes education and employment history 2) A detailed cover letter describing how you meet the qualifications for this position. 3) Detailed responses to all supplemental questions. 4) Three professional references.  
 Yes    No

\* Required Question