

POSITION DESCRIPTION

Title: **Extension Educator**

Working Title: **Chronic Wasting Disease Extn Educator**

Institute: **Community, Food and Environment Institute**

BASIC FUNCTION

Michigan State University (MSU) Extension and the Community, Food and Environment Institute (CFEI) seek an Extension Educator. The successful candidate will create, deliver, and evaluate local and statewide communication strategies and innovative educational programs that meet current and projected outreach needs related to white-tailed deer management and chronic wasting disease (CWD). The successful candidate will collaborate and interact regularly with MSU Extension colleagues, communicators, work groups and Institutes, and work with MSU faculty, specialists and educators, Michigan Department of Natural Resources (MDNR) personnel, private landowners, and various community and nongovernmental groups. This position will draw on the expertise of MDNR wildlife biologists, technical staff, and communicators involved in the management of CWD to design, implement and evaluate programming based on basic and applied research and the needs of clientele groups. This position will disseminate research-based information through various methods, including multi-media, personal education and written articles and serve as an informational resource for Extension personnel and clientele. This educator will be based in central/mid-Michigan with anticipated office space in one of the MSU Extension County Offices located in Ionia, Clinton, or Montcalm.

Characteristic Duties/Responsibilities

- Develop, conduct, and evaluate innovative educational programs that meet current and projected needs.
- Communicate and interact with community groups to evaluate the needs of the clientele.
- Serve as an information resource to clientele, partners and Extension staff.
- Collaborate with MSU Extension staff to conduct and evaluate programming efforts.
- In concert with the MSUE work team(s), work with federal, state, county and local agencies and organizations to complete needs assessment of the community/region and develop/guide effective programming.
- Create and promote positive public relations for MSU Extension and the Community, Food and Environment Institute.
- Author, produce and submit regular research-based educational articles.
- Develop and utilize appropriate media methods to communicate current and timely information, research results, and relevant industry updates, as well as a schedule of current and future activities.
- Actively participate in professional development opportunities.
- Gather and report programming outputs and impacts, to demonstrate program effectiveness and to guide future program priorities for MSUE, the Community, Food and Environment Institute, work group(s) aligned with and the MDNR.

- Work to ensure that community needs assessments, program development and recruitment efforts include the engagement of Michigan’s diverse residents across race, gender, socioeconomic class, disabilities and other differences.
- Understand and implements Civil Rights policies and procedures.
- Other duties or projects as assigned by the Institute Director or Supervisor.

- Assist in translating complex research findings on wildlife management and CWD into relevant outreach initiatives (e.g., workshops, short courses, seminars, Extension publications, videos, social media, and other relevant methods).
- Work with MDNR to plan and coordinate CWD-related outreach programs and prepare support materials (e.g., briefing documents, agendas, press releases, speeches) to meet the needs of the target audience(s).
- Coordinate with stakeholder groups, MDNR, and Extension/academic staff to assess information needs to inform the production and dissemination of effective outreach materials.
- Collaborate with MDNR to design qualitative and quantitative assessment techniques to assess awareness, perceptions, opinions, and attitudes regarding CWD and deer management.
- Organize and/or attend community-based wildlife initiatives, provide presentations, and outreach to various stakeholder groups to increase awareness among diverse groups about CWD and wildlife management goals and outcomes.
- Engage with MSU Extension’s work teams on issues pertaining to CWD, wildlife conservation issues and associated programming conducted in communities across the state.
- Collaborate with MSU College of Agriculture and Natural Resources communicators to create and present public-facing information on CWD, including education and event/meeting/workshop promotion both digitally and in print.
- Author, produce and submit regular research-based educational articles and other outreach products.

SUPERVISION RECEIVED FROM

Extension Specialist, Leadership and Community Engagement

WORK ENVIRONMENT

This position requires driving as a regular part of the position, carrying educational materials, equipment, etc. up to 25 lbs.

MINIMUM REQUIREMENTS

- Master’s degree from an accredited institution in a field of study related to wildlife management, communication, business, marketing, or related field must be earned by date of hire.
- Demonstrated ability and skill in educational program planning, implementation and evaluation.
- Ability to create and carry-out a project plan from research of initial concept to project completion, evaluation, and follow-up.
- Experience with marketing/promotion of educational programs.
- Strong interpersonal, oral and written communication skills.
- Experience and proven ability working productively with a team.
- Self-motivated with demonstrated ability to work independently in an office environment without daily supervision and/or coaching.

- Proficiency in use of technology (e.g. web research, Microsoft Word, Excel, PowerPoint, Outlook for mail/calendaring, distance technology, etc.) for day-to-day work and educational program delivery, record keeping, reporting, team-based communications and overall management.
- Demonstrated success in program development and delivery to diverse audiences/communities including but not limited to race, gender, socioeconomic class, disabilities and other differences.
- Proven ability in establishing and working with a diverse network of constituents and community members across race, gender, socioeconomic class, disabilities and other differences to assist with program development and outreach.
- Understanding of and ability to implement Civil Rights principles and compliance standards.
- Ability to lift and carry educational materials, equipment, etc. up to 25 lbs.
- Ability to travel in local and surrounding communities and occasional long distance travel are required as a regular part of this position.
- Transportation is the responsibility of the employee.
- Other skills and/or physical abilities required to perform duties of the position.

DESIRED QUALIFICATIONS

- 3-years' experience in Extension program delivery or demonstrated ability and skill in educational program planning, implementation and evaluation (relevant experience acquired within the last 5-years preferred).
- Thorough knowledge of principles, practices, and techniques related to designing effective outreach, engagement and communication strategies.
- Ability to learn, distill, and effectively communicate content of scientifically and politically complex issues to stakeholders, the public, and the media.
- Ability to manage budgets and multiple projects in a fast-paced environment while adhering to aggressive deadlines.
- Experience with creation, promotion, delivery, and evaluation of educational programs.
- Experience or familiarity with hunting and hunting culture.
- Demonstrated knowledge of and experience with wildlife management principles, practices, and programs.
- Expertise in white-tailed deer ecology and management.
- Demonstrated understanding of the value of, and an ability to build multi-disciplinary teams for addressing complex wildlife and natural resources problems.

This position is a full-time, fixed term end-dated appointment renewable annually based upon successful performance and continued funding. At this time, funding is anticipated to be available for three (3) years.

FAIR LABOR STANDARDS ACT DESIGNATION

This position is exempt as defined under the FLSA.

MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.