



THE POSITION: Aquatic Invasive Species Outreach and Education Specialist

Tahoe Regional Planning Agency and our dynamic team of professionals seek a motivated **Outreach and Education Specialist** to provide support to our Aquatic Invasive Species (AIS) program in the Environmental Improvement Department.

The Watercraft Inspection Program (WIP) is a well-coordinated, collaborative, and successful AIS prevention effort that provides technical assistance to project partners and residents within the Lake Tahoe Region. TRPA and its program partners, including the Tahoe Resource Conservation District (Tahoe RCD), work closely together to fully implement this program on public and private lands.

As part of the AIS program's outreach and education work, TRPA implements an annual strategic communications campaign that has won national awards. This position will help to implement the tactics of this campaign in addition to being an ambassador out in the community.

The **Outreach and Education Specialist** will be responsible for coordinating, planning, and attending events, organizing educational outreach activities, managing social media platforms and other campaign tactics such as updating advertisements and brochures, updating website(s), performing data entry analysis, and reporting. In addition, this position will address questions and concerns from the public by phone, email, and social media, provide excellent customer service, and interact with the public and partners of TRPA.

Overall Responsibilities

- Engage with the public at events and educational opportunities regarding the activities of the Watercraft Inspection Program.

- Address comments, questions, and concerns from the public via phone calls, email, and social media.
- Research, plan, advertise, and implement outreach activities for local and regional events.
- Research, plan, and implement education activities for K-12 students.
- Research and develop new opportunities for outreach and education within the Tahoe Region and surrounding areas to support the efforts of the AIS Program.
- Assist in creation of e-newsletters, publicity, newsprint articles, press releases, and advertisements.
- Contribute to development and distribution of digital and print outreach and educational materials.
- Update and maintain websites for Tahoeboatinspections.com, TahoeKeepers.org, and contribute to others such as TRPA.gov and TakeCareTahoe.org.
- Manage, update, and maintain platforms on Facebook, X/Twitter, Instagram and other social media for TRPA, Tahoe Boat Inspections, and Tahoe Keeper programs.
- Represent the WIP for press requests including television, radio, and newsprint.
- Provide on-site Tahoe Keeper trainings and certifications.
- Attend and contribute to the AIS outreach and education committees.
- Research professional trainings and growth opportunities to improve outreach efforts, visibility, and relevance.
- Develop and enhance relationships with partners including public, private, and special interest groups.
- Track and quantify metrics for outreach efforts, successes, behavior change, and areas for improvement for budgetary and grant reporting needs.
- Perform data entry, tracking, and analysis for registered Tahoe Keepers, and assist with other program needs.
- Organize and inventory outreach supplies. Pursue and manage new locations for outreach placement.
- Assist management as directed.

Desired Qualifications

One to two years' experience in invasive species, outreach, education, or related fields. Bachelor's Degree in communications, marketing, natural resources environmental science, or closely related fields, or equivalent combination of education and experience.

- Excellent oral communication skills. Ability to interact with the public in a positive, non-confrontational manner. Capacity to manage conflict to an effective and positive outcome.
- Familiarity with and/or ability to quickly learn about the AIS program.
- Familiarity with Lake Tahoe's ecological and social issues.
- Ability to establish and maintain effective working relationships.
- Demonstrates critical thinking and ability to analyze and synthesize complex facts and issues in order to propose successful solutions.
- Demonstrates initiative and personal motivation to succeed in the Tahoe Region's challenging and stimulating environment.
- Proficient in Microsoft Office, including Teams, Outlook, Word and Excel. Competence with various graphics software such as InDesign, Illustrator, and Photoshop is strongly preferred.
- Ability to work independently or in a team setting.

Physical and Mental Demands

Physical Demands: The essential functions of the position requires the mobility to work in a standard office setting and use standard office equipment, including a computer; this is primarily a sedentary position and may require **frequent** sitting, although **occasional** standing and walking between work areas may be required; repetitive use of both hands, light grasping with dominant hand, finger dexterity in both hands is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment; visual acuity to read printed materials and a computer screen; hearing and speech to communicate in person and over the phone or computer virtual software platform; bend, stoop, kneel, reach, push and pull drawers open and closed to retrieve and file information; **seldom** lifting/carrying, pushing/pulling of 40lbs or less.

Mental Demands: The essential functions of the position requires the ability to read and write both simple and complex material, perform simple and complex math calculations, and the ability to perform simple and complex tasks; complete forms, perform clerical tasks, analyze, synthesize and compile information, supervise, instruct and influence others; work with precision, follow instructions, meet time requirements, memorization and problem solving skills, and use of independent judgment.

Working Conditions

Work is primarily performed in an office environment with moderate noise, lighting and temperature conditions, and no direct exposure to hazardous physical substances. Work includes use of computer equipment. Work may be performed alone, with others, around others, and with verbal and face-to-face contact. Work may include extended days and weekends.



COMPENSATION AND BENEFITS

The salary range is \$42,600 to \$63,900. Starting pay is generally between the minimum (\$42,600) and the middle (\$53,250) of the range, with some flexibility, depending on experience.

TRPA's excellent employee benefits package includes the following:

- 27 days Paid Time Off (PTO) annually for sick and personal time away. Accruals increase with longevity.
- 13 paid holidays annually.
- Money Purchase Pension Plan – in lieu of Social Security, the Agency contributes a dollar amount equal to eight percent of your annual salary towards your retirement. This plan has immediate participation and 100 percent vesting.
- Supplemental Retirement Plan – the Agency contributes a dollar amount equal to 7 percent of your annual salary toward your retirement. This plan has immediate participation and 100 percent vesting.
- Group Health Insurance: Medical, Dental, and Vision.
- A choice of four (4) medical plans, with 100 percent employer-paid premiums on select employee-only coverage plans and partial coverage for dependents.
- High Deductible Health Plan with a contribution by TRPA to the employee's HSA account.
- Employer Paid Life Insurance and Short-Term Disability.
- Long-Term Disability (Voluntary).
- 457(b) Deferred Compensation Retirement Plan (Voluntary).
- Medical and Dependent Care Flexible Spending Accounts (Voluntary).
- Dog-friendly employer.

THE AGENCY

The Tahoe Regional Planning Agency (TRPA)—created in 1969 by a Compact between the states of Nevada and California, then ratified by the U.S. Congress—protects and restores the environment of Lake Tahoe. The Agency is the nation's first and oldest Bi-State regional environmental authority. TRPA is a one-of-a-kind organization, not purely federal, state, or local, but a unique hybrid organization. The Agency works at the intersection of private and public interests to protect and restore Lake Tahoe, its environment, and its communities for generations to come.

APPLICATION PROCESS

- **Applications due by Friday, March 1st.**
- Please visit our website at <https://www.trpa.gov/contact/employment/> to read more about our Agency and to complete an employment application through our Career Center. Within the Career Center site, select the "Apply for Job" link. Please attach a resume of your qualifications, and cover letter describing your interest in the position in one document when you are completing the application.

- **RECRUITMENT COMMUNICATION:** Human Resources may contact you at various stages of the recruitment process if you meet the qualifications for the position. This contact will be via email or phone only. Please make sure your email address and phone number are accurate.
- We do not accept walk-in or hand delivered application materials nor applicant calls regarding open, pending, or closed positions.

TRPA is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our workforce.

This agency provides reasonable accommodation to applicants with disabilities. If you need reasonable accommodation for any part of the application and hiring process, please notify the agency. The decision on granting reasonable accommodation will be on a case-by-case basis.

All employment is decided on the basis of qualifications, merit, and business need.

