



## Position Description

### Sierra Nevada AmeriCorps Partnership

**Position Title:** *Education & Outreach Coordinator*  
**Host Site:** *South Yuba River Citizens League (SYRCL)*  
**Site Supervisor:** *Daniel Belshe, Community Engagement Manager*  
**Contact:** [daniel@yubariver.org](mailto:daniel@yubariver.org), (530) 265-5961 x 201

**Service Commitment:** SNAP AmeriCorps members are passionate and committed to the mission of the Sierra Nevada Alliance, SNAP and AmeriCorps. Members make a year-long, full-time commitment to serve a nonprofit organization or public agency in the Sierra Nevada. The SNAP Term of Service is from November 1, 2021– September 30, 2022.

#### **Position Location:**

SYRCL's office is in Nevada City, CA – a lovely town and community in the Sierra foothills. Historic Nevada City is regarded as a cultural, artistic and environmental hub within the Sierra Nevada Range. Once the epicenter of the California Gold Rush, Nevada City—in proximity to the South Yuba River -- is undergoing a multi-decade renaissance as a model community pursuing ecological and economic sustainability through innovative green enterprises, neo-agrarian renewal and watershed restoration. SYRCL's work is conducted in the beautiful and inspiring Yuba Watershed.

#### **Organization Description:**

SYRCL is the leading voice for the protection and restoration of the Yuba River and greater Yuba Watershed. Founded in 1983 through a rural, grassroots campaign to defend the South Yuba River from proposed hydropower dams, SYRCL has developed into a vibrant community organization with over 3,500 members and volunteers based in Nevada City.

Since achieving Wild and Scenic status for the South Yuba River in 1999, SYRCL has developed a variety of successful programs for inspiring environmental activism and supporting responsible watershed stewardship. These range from the Wild and Scenic Film Festival to a River Science Program with a large citizen engagement component and strong standing in collaborative forums.

SYRCL is the leading regional supporter for creating resilient human and natural communities throughout the greater Yuba River basin by restoring creeks and rivers, restoring wild salmon populations, and inspiring and organizing people – from the Yuba's source to the sea.

#### **Program Description:**

SYRCL's mission is to unite the community to protect and restore the river. The Education & Outreach Coordinator will work at the intersection of multiple SYRCL programs including the Wild & Scenic Film Festival, River Science, River People (Community Engagement), Education and Restoration. This role serves to assist SYRCL in recruiting, organizing and engaging volunteers to participate in volunteer opportunities in all SYRCL programs and outreach events.

SYRCL's Restoration Program, which was developed from a long-standing River Science Program assessing conditions of the watershed and building a scientific foundation for restoration activities. The River Science Program also involves a large group of River Monitors and volunteers ready to promote stewardship with excellent training and guidance.

In September, SYRCL coordinates the Yuba River Cleanup and Restoration Day within the Yuba Watershed. This program involves volunteers removing trash at over 30 sites along 80+ miles of shoreline, and additionally includes several small-scale restoration projects.

In 2012, SYRCL launched the River Ambassadors Program, a volunteer-based initiative to educate and motivate the thousands of annual visitors to the Yuba River within the South Yuba River State Park to help keep the park clean and safe. The program was created in response to the reduced services provided by the state park staff. By talking face-to-face to visitors at river crossings, at beaches and on trails, SYRCL's corps of volunteer River Ambassadors vastly expand outreach about the Yuba and how visitors can care for it.

SYRCL also leads several educational excursions to areas of important SYRCL work including high alpine meadows, state park lands, salmon tours and restoration sites. Additionally, SYRCL provides outreach at many of their own events and also other community events.

### **Position Description:**

The Education & Outreach Coordinator will provide a central role in recruiting and coordinating volunteers from the community to serve in a variety of programs and will also act as a point person for SYRCL conducting education and outreach for our projects. The Education & Outreach Coordinator is responsible for the oversight, management and production of a successful River Ambassador Program involving approximately 50 volunteers over the summer.

The Education & Outreach Coordinator is solely responsible for the organization of the River Ambassador program including: hiring, training, and supervising three part-time River Captain employees and the River Ambassador volunteers. In addition to the Yuba River Cleanup and the River Ambassador Program, the Education & Outreach Coordinator will be responsible for outreach and volunteer recruitment at SYRCL community events, like the Wild & Scenic Film Festival, Quiz Night and State of the Yuba.

Between late October and mid-January the Education and Outreach Coordinator will work primarily on the Wild & Scenic Film Festival, an educational environmental film festival, assisting with coordination, outreach and logistics. The Education and Outreach Coordinator will provide technical support to the River Education Manager for the Wild and Scenic Film Festival (WSFF) School Program. A K-12 School Program includes 2,500 students attend K-4th grade, 5th-8th grade and 9th-12th grade screenings with curated content.

The Education and Outreach Coordinator will also coordinate the Enviro Fair during the Film Festival. The Enviro Fair consists of reaching out and coordinating logistics for all participants in the fair, local and regional environmental non-profits who conduct outreach to educate members of the public. In addition to acting as the downtown liaison, support the WSFF School Program coordinating the Enviro Fair, the Education and Outreach Coordinator will also assist the Logistics Manager with general Film Festival preparation as time allows.

The Education & Outreach Coordinator will develop outreach and training materials; coordinate volunteer trainings; write e-news articles; provide support at all Community Engagement events; present to schools and community groups; and participate in grant writing and resource procurement for projects in his/her service plan. The Education & Outreach Coordinator will also be responsible for the organization of the Enviro Fair and assisting with logistical coordination of SYRCL's Wild and Scenic Film Festival.

### **Required Qualifications:**

A successful Education & Outreach Coordinator should have the following qualifications:

- Post-secondary education in natural resources, communications, biological or environmental sciences and/or equivalent experience
- Passion to engage, coordinate, and educate volunteers on environmental topics and hands-on stewardship techniques through both written and oral communication
- Expertise in creating presentations to communicate SYRCL's work to the public
- Experience and comfort presenting to groups, i.e. strong public speaking skills
- Excellent "people skills" and a commitment to positive interactions with diverse community members
- Expertise in supervising and coordinating volunteers
- Excellent organizational skills and attention to detail
- Ability to work independently, solve problems, and exercise good judgment
- Good leadership and team skills
- Ability to multi-task and prioritize
- Available to work weekends and evenings
- Valid driver's license
- Personal transportation for work assignments; travel reimbursement provided

**Desired Qualifications:**

- Previous community engagement, outreach and tabling experience
- Graphic design experience: Photoshop and InDesign a plus
- PR-marketing experience including: radio, press, social media, Craigslist, WordPress, Mailchimp
- Experience producing press releases, e-news articles, blog posts, etc.
- Proficiency in Word, Excel, Publisher, Powerpoint and Outlook

**Website:** [www.yubariver.org](http://www.yubariver.org)