

**BASIN EDUCATOR for NATURAL RESOURCES – FOREST RESOURCE EMPHASIS  
UPPER CHIPPEWA BASIN  
Position Description**

**Cooperative Extension Vision:** Wisconsin's educational network for engaging people and their communities in positive change.

**UW-Extension Mission:** Through the University of Wisconsin-Extension, all Wisconsin people can access university resources and engage in lifelong learning, wherever they live and work.

**Working Title:** Basin Educator for Natural Resources – Forest Resource Emphasis, Upper Chippewa Basin

**Official Title:** Lecturer (prefix to be determined)

**Percent of Employment:** 100%

**Geographic Areas Served:** Primarily the Upper Chippewa River Basin and occasionally extending beyond the basin's boundaries for specific commitments and team programming

**Office Location:** The office location is flexible and to be determined by the successful candidate who is hired. There are four office locations in Wisconsin to choose from, they are: Park Falls, Hayward, Ladysmith and Winter.

**Type of Appointment:**

This position is a fixed-term academic staff appointment in the University of Wisconsin-Extension's (UWEX) division of Cooperative Extension. The position is eligible for benefits provided to State of Wisconsin employees and is subject to UW-Extension personnel rules. Fixed-term academic staff appointments are made on an annual basis, with renewal possible.

**Purpose and Primary Focus of Position:**

The Basin Educator plays a lead role in developing and delivering forest resource and ecosystem-based educational programs that protect and improve local land and water resources. The Educator fosters and facilitates stakeholder involvement in developing natural resources conservation strategies for the Basin. The Educator helps citizens, agencies, and local governments identify, develop and implement educational activities in area communities.

This position operates in cooperation with Wisconsin Department of Natural Resources (WDNR) – Forestry, Land, Water, and Customer Assistance and Employee Services (CAES) Divisions. This collaboration focuses on the development and delivery of basin-specific education strategies and programs that address priorities identified by WDNR, local citizens and community decision-makers, and other resource management partners.

**Primary Duties/Essential Job Functions:**

- Plan, implement and evaluate culturally competent educational programs directed at community needs on issues relating to the purpose of the position
- Identify and implement scientifically-based educational needs assessments within the Upper Chippewa River Basin
- Act as an educational liaison to build coalitions and facilitate communication among citizens, agencies and local governments
- Provide expertise on specific conservation, protection and management issues as they relate to the natural resources in the Basin

- Assist and facilitate working sessions where local citizens and community decision-makers weigh alternative natural resources conservation strategies

**Primary Duties/Essential Job Functions (continued):**

- Identify, recruit and develop the volunteer leadership necessary to implement the identified conservation goals for the basin
- Provide expertise to landowners, industry groups, local governments and tribes, and individuals regarding specific natural resources issues in the basin
- Make all reasonable effort to reach a diverse audience and to ensure equitable access to programs and facilities

**Other Required Duties & Responsibilities:**

- Develop an annual plan of work for UW-Extension, based on ongoing assessments of needs that include specific educational program priorities and performance measures; plans are developed locally with state-level guidance from WDNR and UWEX
- Contribute to an annual program report which will be shared with UWEX and the internal WDNR Divisions of Forestry, Land, Water and CAES
- Cooperate with other Extension personnel to develop strong, integrated educational programs that utilize the expertise of Extension, WDNR, and other agencies and organizations
- Represent Cooperative Extension and provide educational leadership with program-related agencies and educational institutions
- Develop and use an appropriate system for evaluating programs and reporting outcomes to UWEX and to clients, colleagues and other Extension collaborators as needed
- Develop and follow a personal plan for professional development in the area of natural resource development and outreach education methodology consistent with personal and organizational goals
- Keep accurate, complete and timely work records
- Make individual arrangements for transportation adequate to meet position responsibilities and essential job functions
- Assume weekly travel throughout the Upper Chippewa River Basin and occasional travel within the district and state
- Work evenings on a regular basis and occasionally on weekends, as needed to meet local needs

**Administrative Relationships:**

The Educator is accountable to the UW-Extension Director of the Wisconsin Basin Education Initiative for all programmatic and administrative duties.

**Program Relationships:**

The Basin Educator primarily works with the Community, Natural Resource and Economic Development (CNRED) Program Area of UW-Extension. The Basin Educator seeks counsel from the CNRED Program Area and other appropriate UW-Extension statewide programming units regarding subject matter and educational strategies. Appropriate programming relationships with other program areas are encouraged.

The Basin Educator seeks counsel from the Department of Natural Resources and appropriate advisory groups to determine appropriate subject matter and educational strategies needed to meet current and long-term educational needs in the basin. The Basin Educator cooperates with county and area colleagues, co-workers in other counties, CNRED program leaders and specialists and other county departments and state agencies in planning and implementing mutually supportive programs.

The Educator also provides counsel to the CNRED Program Area regarding needs toward which resources need to be directed.

**Required Qualifications:**

- Bachelor's degree in a field that relates to the content area of this position such as forestry or natural resources management
- Several years of natural resources management experience
- Ability to plan, implement and evaluate community-based, non-formal educational programs that reach, and are accessible to, a wide range of audiences
- Ability to teach and communicate ideas effectively verbally, in writing, and through educational technology to adults and youth
- Strong group and educational facilitation skills
- Ability to organize work and to work productively with indirect supervision in a highly visible public sector environment
- Ability to work collaboratively with other paid and non-paid staff; ability to take personal responsibility to help team efforts succeed
- Strong interpersonal and problem-solving skills in a team setting; ability to effectively manage conflicts
- Skillful in establishing and maintaining professional work relationships and networks
- Ability and desire to work in a context of individual and cultural differences
- Demonstrated willingness to learn on an ongoing basis
- Ability to adapt to changing programming and workplace priorities
- Ability to use outcome data for program improvement and accountability
- Ability to promote educational programs through mass media and public relations/marketing skills
- Ability to use word processing and the Internet

**Preferred Qualifications:**

- Master's or other graduate degree with at least one degree in a field that relates to the content area of this position such as forestry or natural resources management
- Experience in designing, promoting, implementing and evaluating educational programs in areas such as:
  - sustainable forest management and protection
  - shoreland/riparian/estuarine management
  - watershed protection and management
  - stormwater management, green infrastructure, and low impact development
  - agricultural management practices that protect land and water quality
- Experience in the development of educational materials (print and audio-visual)
- Experience with web page development
- Volunteer or paid experience working with people from culturally diverse groups

**Equal Opportunity:**

An affirmative action employer, UW-Extension provides equal opportunity in programs and employment. UW-Extension does not discriminate on the basis of age, race, creed, color, disability, sex, sexual orientation, national origin, ancestry, marital status, arrest record or non-program related conviction record. Employment is contingent upon establishment of identity and verification of employment eligibility as required by the Immigration Reform & Control Act of 1986.