



## Position Description

<b>Classification Title:</b>	Outreach Program Manager (OE008)
<b>Working Title:</b>	KEEP Outreach Program Manager
<b>Supervisor's Working Title:</b>	Director of the Wisconsin Center for Environmental Education
<b>Hours/Shift:</b>	Monday through Friday – 8:00 am to 4:30 pm, evenings and weekends as needed
<b>Department:</b>	Wisconsin Center for Environmental Education
<b>Supervisory Position:</b>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
<b>Employee Category:</b>	Academic Staff – Category A
<b>FLSA Status:</b>	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-exempt
<b>Date Created/Updated:</b>	March 2022
<b>Position of Trust:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Defined as: Having access to vulnerable populations, property access, financial/fiduciary duties, and all executive positions)
<b>Position of Trust with Access to Vulnerable Populations:</b>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No (Defined as: Position requires unsupervised or significant access to minors, under the age of 18 who are <u>not</u> enrolled or accepted for enrollment at a UW System Institution, and medical patients)

### Position Summary

KEEP's Outreach Program Manager has direct oversight of KEEP outreach and program development, implementation and management. The Outreach Program Manager provides strong leadership by maintaining and enriching the dissemination and incorporation of energy education opportunities into the Wisconsin PK-12 community, and provides visionary and administrative oversight, leveraging funding agencies' goals and initiatives, to develop PK-12 educator and youth offerings which improve and increase energy literacy in Wisconsin's K-12 school communities as a means of contributing to statewide energy savings. The Outreach Program Manager reports to and works closely with the WCEE Director.

### Primary Responsibilities:

### % of Time Spent

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<b>Program Administration</b> <ul style="list-style-type: none"> <li>• Provide administrative support to ensure the success of KEEP program.</li> <li>• Adapt and implement a vision for the organization and operations of KEEP annually.</li> <li>• Assure the quality and integrity of KEEP outreach programs, materials, and services.</li> <li>• Provide guidance and support to KEEP staff and ad hoc instructors.</li> <li>• Supervise graduate students and student workers, as needed.</li> <li>• Serve as point of contact for funding agencies and as liaison between WCEE Director and funding agencies.</li> <li>• Support the WCEE Director with budget management, grant and contract administration, staffing, and securing program funding for the continuation of KEEP.</li> <li>• Monitor and track outreach impact and coordinate reporting efforts to funding agencies and stakeholders.</li> <li>• Coordinate with other outreach staff to evaluate and adapt the program and its offerings to meet current educator and energy industry needs.</li> </ul>	30
<b>Coordination of Professional Development Opportunities</b> <ul style="list-style-type: none"> <li>• Broaden and support the statewide network of energy educators through the continued offering of professional development, youth engagement initiatives, networking, outreach services and support materials.</li> </ul>	40

<ul style="list-style-type: none"> <li>• Lead development, implementation, and evaluation of plans to provide mission-based professional development and materials for educators statewide.</li> <li>• Coordinate with other outreach staff to plan and facilitate registration, scheduling, promotional strategies, and marketing needs.</li> <li>• Coordinate with other outreach staff to maintain, evaluate and revise professional development offerings and support materials, including curriculum and trunks and kits.</li> <li>• Train, coordinate, and monitor a statewide network of ad hoc instructors to facilitate professional development.</li> <li>• Facilitate professional development offerings, as needed.</li> <li>• Serve as an energy education specialist and consultant for PK-12 schools on how best to integrate energy concepts into their curriculum. Helping to identify or help break down barriers to energy education in PK-12 schools.</li> </ul>	
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<p><b>Coordination of Career-based Learning Experiences</b></p> <ul style="list-style-type: none"> <li>• Coordinate and implement business-connected experiences and opportunities in career awareness, career exploration, or career development.</li> <li>• Collaborate with strategic partners and school districts to determine needs and identifying opportunities and resources to meet those needs.</li> </ul>	20
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<p><b>Outreach and Networking</b></p> <ul style="list-style-type: none"> <li>• Expand and strengthen KEEP’s recognition and branding as a statewide leader in energy education.</li> <li>• Identify and strengthen strategic partnerships to increase the overall program efficacy and provide potential program expansion opportunities.</li> <li>• Lead and coordinate the effort to actively identify and seek out key educator audiences and networks, including energy educator recognition.</li> <li>• Coordinate with other outreach staff to improve communication tools, marketing efforts, overall public relations, and customer database tools and contact lists.</li> <li>• Coordinate with other outreach staff to expand and improve networking initiatives and outreach services to educators statewide.</li> <li>• Present and exhibit at state and national conferences, events and meetings, as needed.</li> </ul>	10
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**Qualifications – Knowledge, Skills, and Abilities:**

<p><b>Required Knowledge, Skills, and Abilities</b></p> <ul style="list-style-type: none"> <li>• Bachelor’s degree in a related field, education, natural resources, science, communication, etc.</li> <li>• At least 5 years of professional experience</li> <li>• Professional experience related to environmental education or sustainability</li> <li>• Program management experience</li> <li>• Program budget development and management experience</li> <li>• Experience in program evaluation</li> <li>• Experience working with stakeholders and developing partnerships</li> <li>• Strong and adaptable computer skills, including Microsoft 365 suite apps</li> </ul> <p><b>Preferred Knowledge, Skills, and Abilities</b></p> <ul style="list-style-type: none"> <li>• An active interest in energy topics and issues</li> <li>• Strong interpersonal communication skills</li> <li>• Able to manage multiple projects, establish priorities and meet deadlines while maintaining high quality work and a collegial work environment</li> <li>• Expertise related to energy industry and/or careers</li> <li>• Experience in analyzing data collected as part of program evaluations and development of reports, including program recommendations</li> </ul>
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- Instructional experience teaching in-person and/or virtual interactive lessons to students, educators, or community members in group settings.
- Experience preparing materials and/or lessons in a team setting and share expertise in energy and teaching
- Experience preparing program proposals to include cost services, number of participants, facility overhead and target populations
- Experience acquiring funding from public, private, and/or governmental sources
- Willingness to learn website maintenance and desktop publishing sources

**Physical Effort/Demands:**

- Sitting
- Standing
- Walking
- Lifting your arms above your head to reach high, possibly difficult, areas
- Kneeling
- Squatting
- Stooping
- Frequently lift 10-20 pounds
- Occasionally lift up to 50 pounds

**Equipment Operated:**

- Windows operating system and software, printer/copier/scanner, telephone, and other standard electronic office devices.
- Microsoft 365 and Adobe Creative suites products.
- Email marketing software, website maintenance, and social media platforms.

**Working Environment:**

- The noise level in the work environment is usually quiet, indoor office setting, shared by multiple staff.
- Off-site locations include inside school building classrooms and inside and outside at various youth and community event venues.
- Travel required to schools and communities within Wisconsin and the ability to work as needed some overnights, evenings and weekends.
- • Transport teaching materials and supplies, up to 50 pounds.

This position description should not be interpreted as all inclusive. It is intended to identify the major responsibilities and requirements of the job. The incumbents may be requested to perform job-related responsibilities and tasks other than those stated on this description.

This position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.

UW-Stevens Point is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the University will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

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Employee Name

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Date

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Employee Signature

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Date

\_\_\_\_\_  
Supervisor Name

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Date

Supervisor Signature

Date