



Job Description
Lower Rio Grande Valley Monarch Outreach Assistant (contract position)
Located in McAllen, Texas

Statement of General Purpose:

The National Wildlife Federation's (NWF) South Central Regional office, located in Austin, TX seeks an energetic, focused and motivated individual to assist with the implementation of our Monarch Urban Outreach Program, which was launched in 2015. This program has helped targeted cities in the monarch butterfly central flyway to take appropriate, effective action on behalf of monarch butterfly recovery, resulting in Monarch Networks operating and Monarch conservation plans in place or under development in six major Texas cities: Dallas, Fort Worth, Austin, San Antonio, Houston and McAllen. Specifically, NWF's part-time Monarch Outreach Assistant will work with NWF's Monarch Outreach Coordinator to advance a region-wide effort in the Lower Rio Grande Valley and he or she will be based out of McAllen, TX.

Dates of Service: January 30 2018 – November 30 2019 (22 months at approximately 45 hours/month)

ESSENTIAL FUNCTIONS

Included but not limited to:

- a. **Conduct outreach to city governments.** Contact and conduct meetings with mayors, sustainability directors, city parks directors, corporate leaders and other key players in the Lower Rio Grande Valley to identify city-specific opportunities for monarch recovery and secure city commitments to take action.
- b. **Facilitate meetings of community partners.** Coordinate and facilitate monthly meetings of city staff and key community partners--native plant societies, master gardeners, garden clubs, botanical gardens, community garden groups, city beautification groups, and key corporate citizens who make up the Lower Rio Grande Valley (LRGV) Monarch Network. Work with NWF's Monarch Outreach Coordinator to facilitate the creation, finalization and implementation of a Lower Rio Grande Valley Monarch Butterfly Conservation Plan.
- c. **Provide technical support.** Make use of NWF's network of monarch experts and others to provide information and ideas for effective monarch-conservation activities to the Lower Rio Grande Valley Region Monarch Network and to the Mayors' Monarch Pledge participating communities as needed.
- d. **Maintain social media pages.** Maintain social media pages for the Lower Rio Grande Valley Monarch Network, updating members on educational opportunities, local events, and new developments in the monarch world.
- e. **Create resources for Monarch Networks.** Work with the Monarch Outreach Coordinator to develop and design handouts and other resources with city-specific content, educating the public on the importance of the monarch butterfly and the need for implementing specific actions to benefit monarch conservation.

- f. **Educate the public.** Attend and exhibit at monarch conservation events and festivals, answering questions from the public, and promoting the mission and vision of the National Wildlife Federation. Assist LRGV Monarch Network with coordination and implementation of citizen science, propagation and habitat creation workshops.
- g. **Communicate and coordinate activities with NWF's Monarch Outreach Coordinator.** Participate in regularly scheduled calls and meetings with NWF's Monarch Outreach Coordinator and with NWF's internal monarch-conservation team (as necessary) to report on activities, communicate needs for information or technical support, and contribute to NWF external messaging on its monarch-recovery initiative.

Formal Education and/or Special Training Required:

- A College Degree in Environmental Science, Education, Communications, Marketing, Environmental Science, Wildlife Biology or related field

Minimum Experience:

- Relevant work in program or project management, community outreach and/or organizing, public education, and volunteer engagement
- Sincere and demonstrated interest in environmental sustainability
- General knowledge of biology and ecology of monarch butterflies desirable

Minimum Skills:

- Skilled public speaker and presenter
- Proficiency in Spanish
- Demonstrated ability to organize diverse constituents and interests around a common purpose
- Strong organizational and communication skills
- Attention to detail and responsible work habits
- Ability to establish and cultivate relationships with potential partners and volunteers
- Ability to thrive in a multiple-task environment
- Ability to relate to people from diverse backgrounds, ranging from public officials to neighborhood residents
- Proficiency with word processing, excel, databases and PowerPoint software preferred

PROJECT LOCATION

The project and position will be located in McAllen, Texas and serve the Lower Rio Grande Valley. The part-time position will be home-based.

TRANSPORTATION INFORMATION

Personal vehicle with insurance and a valid driver's license is required. The position will require travel throughout the Lower Rio Grande Valley to facilitate Monarch Network Meetings and to participate in and present at identified monarch outreach education events.

Mileage will be reimbursed up to \$1,000 for personal car use to service related activities. All other vehicle mileage and use is figured into the monthly compensation.

COMPENSATION

\$900 per month (Approximately 45 hours/month)

APPLICATION PROCESS: Applications will be accepted through January 19, 2017 or until a suitable candidate can be identified. Early applications are encouraged and applications will be considered as they are received. Please send cover letter and resume to Fowler@nwf.org

This is a contract position, with an initial duration of two years. It is expected that this position may be extended.