

Job Announcement
Director, Point Reyes Field Institute
Point Reyes National Seashore Association

Organization: Point Reyes National Seashore Association
Position: Director, Point Reyes Field Institute
Application: Open until filled



1 Bear Valley Rd, Bldg 70
Point Reyes Station,
CA 94956

General Description

Full of majestic scenery and bountiful history, Point Reyes National Seashore is located less than 30 miles north of San Francisco, and encompasses 100 square miles of coastal wilderness providing habitat for an amazing diversity of flora and fauna. As the only federally protected seashore on the West Coast, the park includes 100 square miles of coastal wilderness, historic pastoral lands, and more than 154 miles of trails that offer access to beaches, wetlands, forests, meadows, farmlands and historic landmarks. The Seashore is unique in providing wilderness so close to a major urban center.

The Point Reyes National Seashore Association (PRNSA) was founded in 1964 as a 501(c)(3) nonprofit organization. We are the Cooperating Association for the National Seashore, supporting its efforts to protect wildlife and endangered species, preserve and restore native habitat, and conserve cultural and historic legacies. Our mission is to encourage stewardship of the Seashore's diverse resources through a variety of environmental education opportunities for all ages, especially those who might otherwise never have access to a wilderness experience. Our slogan is: Explore. Connect. Support.

Our ongoing activities include conducting environmental education programs that reach nearly 4,000 participants a year, operating bookstores in three park visitors centers and providing critical resources for numerous restoration and enhancement projects in the Seashore by managing significant fundraising programs. PRNSA's environmental education outreach is conducted through the Clem Miller Environmental Education Center, the Point Reyes Summer Camp, and the Point Reyes Field Institute (formerly known as the Field Seminars program). It also works with the park on a range of initiatives that support resource protection, recreation, and the preservation of cultural heritage within the park.

Position Overview

The Field Institute Director is the senior staff member in charge of all aspects of the Point Reyes Field Institute. The Institute is one of our three environmental education programs, and its purpose is to provide adults and families with opportunities to learn about Point Reyes and connect with the natural world by participating in informational and adventure learning programs. Participants explore a range of topics related to the natural world through our classes in terrestrial and marine natural history, wildlife, outdoor skills, art and photography from recognized experts in their field. Annually we list 180+ classes and serve about 2,200 participants, mostly from the greater Bay Area. We are currently looking for a full-time director to manage and develop the program, who will report directly to the executive director.

Specific Responsibilities

- Oversee and manage the Field Institute program and budget.
- Supervise and collaborate with a part-time (4 days a week) Field Institute Program Coordinator whose responsibilities include organizing and registering class participants, setting up classes, assisting with various organizational tasks and maintenance of participant databases.
- Plan, coordinate and schedule each season of classes.
- Design, write, edit and oversee the production and distribution of 3 Field Institute program mailers (offering approximately 60-80 classes each) each year.
- Develop innovative new seminar classes.
- Recruit and hire instructors, negotiate fees, issue contracts, write/edit class descriptions and arrange class logistics.
- Develop and personally conduct classes in the Director's area(s) of relevant expertise.
- Market the program using a variety of outreach strategies (brochure, web, e-news, Facebook, online calendars, partner retail outlets) to ensure high enrollment rates and fiscal stability.
- Establish and maintain positive working relationships with instructors, facilitators, participants, professional peers and National Park Service and PRNSA staff.
- Cultivate good working relationships with businesses and organizations that partner and collaborate with the Institute.
- Occasionally attend Institute classes to provide assistance, guidance and professionally represent PRNSA.
- Provide periodic presentations to the Board of Directors, community groups and interested parties.
- Recruit, train, schedule and oversee volunteer facilitators.
- Troubleshoot and take responsibility for problem areas and concerns as they arise.
- Assist the program coordinator to set up and break down classroom facilities used for field seminars, assist with class registrations, and interact with participants as needed.
- Work collaboratively with the PRNSA team to facilitate organizational growth, provide strategic input into planning and management, and support the successful completion of our organization's programs.

Qualifications

- Completion of an accredited college Bachelor's degree
- Previous experience managing a program offering outdoor education and natural history classes, and a demonstrated interest in the outdoors and the arts.
- Demonstrated organizational, management, and administrative skills, with the ability to multi-task. Prior experience developing and managing program budgets. This position requires a self-starter who pays significant attention to details.
- Experience working with nonprofit organizations, companies with significant outdoor education and outreach programs and/or educational institutions featuring outdoor skills programs.

- Ability to work as a leader of your department and as part of a team in support of broader organizational goals.
- Excellent verbal and written communication skills.
- Experience with developing and maintaining productive working relationships with board members, donors, staff and partners.
- Good customer relation skills are essential.
- Marketing skills and knowledge of media relations.
- Proficiency in Microsoft Office Suite and Adobe InDesign, and Photoshop design programs.
- Physical Requirements: Must be able to lift and carry approximately 30 pounds; must be able to sit at a desk and use a computer and phone.
- Available to work evenings and/or weekends when needed.
- Familiarity with Point Reyes National Seashore and/or National Park Service a plus.

Compensation

PRNSA offers a competitive salary commensurate with experience and qualifications. Benefits include vacation and sick leave, medical and dental insurance.

To Apply:

E-mail cover letter and resume to debc@ptreyes.org or mail to:

Deb Callahan
Executive Director
Point Reyes National Seashore Association
1 Bear Valley Road, Bldg 70
Point Reyes Station, CA 94956

No phone calls, please.

Equal Opportunity Employer

Learn More: www.ptreyes.org