

Job Title: Community Engagement Lead (Apprenticeship)

Employment (Permanent/Seasonal): Non-Permanent Contractual

Full/Part Time: Full time, 37.5 hours/week

Hourly Range: \$12-12.90/hr

Closing Date: December 1 or earlier if filled.

Department: Education

Schedule: 37.5 hours per week. Weekend hours, some evenings, early mornings, or holidays required (but flexible). This grant-funded position will run until the first week of November, 2022.

Job Description

This grant-funded contractual apprenticeship, the Community Engagement Leader (CEL), will work with Zoo Education and Conservation staff to facilitate a series of new aligned projects focusing on developing conservation skills, awareness, and engagement in the community. Because this position is grant funded, it will conclude at the end of the grant cycle (early November, 2022) unless additional funding is received. The CEL will coordinate: Conservation Leadership Academy, a teen training and community-based conservation program; Earth Agents, a program for families (or “community families,” such as classrooms or civic groups) to develop their own community-based conservation projects; and general community engagement for our existing conservation programs and community science opportunities.

The person in this position exercises proficiency in typical software, including MS Office, Google Drive, and registration/database management software. The ability to multi-task is essential and excellent independent work skills are required. The position must demonstrate the ability to interact professionally with the public, board of directors, zoo staff and volunteers. The individual must be a good team player and be willing to assist in other departments. The ability to establish working partnerships inside and outside the organization is essential. The position is expected to participate in youth leadership training, family volunteer coordination, community engagement and event coordination, and will also have the opportunity to participate in conservation education programs and special events on zoo grounds, as well as fundraising activities. If you are seeking hands-on experience in community engagement, this is a great opportunity for you.

Conservation Leadership Academy

The Conservation Leadership Academy (CLA) will target diverse, economically disadvantaged, or hyper-local teens who are interested in conservation careers. Conservation themed training, service opportunities, and projects will increase awareness of conservation in action through community-based conservation opportunities. Monthly training and mentoring will focus on environmental literacy, human-wildlife conflict and environmental justice, healthy habitats, diversity, equity, inclusion, and justice in community based-conservation and community science, and environmentally responsible behaviors.

Each 2-hour training will have a like-themed 4-hour community engagement, service project, or hands-on skill building opportunity that month. A minimum of nine trainings will occur February-October, with each teen completing at least 65 hours of volunteer service between trainings and project planning outside of the zoo. Teen participants will also work on a cumulative, program-long *Action for Wildlife* project, where they will engage with a community of their own (school, church, club, neighbors, etc.) on a project or community event of their own design that results in increased environmentally responsible behaviors in their community, healthier habitats, creates awareness of a particular topic, or reduces human-wildlife conflicts in urban areas. Our grant funds support a small budget for each student, a completion award for each teen, plus start-up funds for a native plant sale- the proceeds of which would benefit the CLA’s community projects and the zoo’s overall conservation programs.

Earth Agents

Earth Agents (EA) focuses on engaging local families (“family” is defined by the participants, and could include groups of unrelated people) to become change agents for environmental conservation in their communities. Earth Agents is an existing program currently operating at three other accredited zoos (Oakland, Roger Williams Park, and Zoo Miami) that is recruiting more partners to utilize the Earth Agents framework to inspire local families to engage in community-based conservation projects of their own design.

The CEL, working with other zoo staff, will coordinate with the Earth Agents program participants and partner zoos on trainings and resources, with each family contributing approximately 25 hours of volunteer service (including planning, trainings, and mentoring sessions) over four months. In each city/partner zoo, 10 families are selected as Earth Agents and will plan and host an event in their community to inspire others to participate in saving the planet. Earth Agents is free, families will attend a kick-off event at the Zoo (coordinated by the CEL), organize and host an event in their community at the conclusion of their 4-month session, and receive mentoring from zoo staff along the way. The Brandywine Zoo will provide the necessary items to get EA families started (shirts, give away items, a small stipend to help run their event, and more!) and a small award upon completion of their project.

Community Engagement

Conservation goes beyond just protecting wildlife, and zoos are hubs for conservation, research, and science. The conservation work of zoos has the power to be amplified not only by our guests but the communities around our facilities. Our conservation work these days involves direct community outreach and engaging people in everyday conservation behaviors.

Working with the Curator of Education and Conservation, the CEL will (1) implement our ReThink Plastics campaign, a single-use plastic campaign with local restaurants and bars that encourages them to switch to more sustainable alternatives for drinking straws and disposable cutlery; (2) work to engage local coffee shops and coffee roasters in roasting/selling Bird Friendly Coffee and expand other bird-friendly outreach like our bird collision awareness project Lights Out Wilmington; and (3) they will start a Pocket Prairies project that advises and engages businesses and homeowners to convert median strips, planters, and other “micro habitats” into pollinator-friendly habitat. Much of this work will utilize the Earth Agents and Conservation Leadership Academy participants to amplify these existing or new projects over the course of the grant year.

Primary Duties

The CEL’s duties include working creating and leading our new Earth Agents and Conservation Leadership Academy programs. The CEL will have a working knowledge of community engagement, public education, working with or training youth or families, and preferred experience with public service projects and reaching out to/working with underserved communities. The will teach in a variety of settings including in the classroom, outdoors on zoo grounds, off-site for outreach programming, virtual programs, and public events. This educator may also be trained to handle and present ambassador animals, including mammals, reptiles, amphibians, and invertebrates.

This position requires both outdoor and office tasks, therefore the applicant must be able to work in an outdoor/park environment including walking on trails, over uneven terrain, bending, lifting, digging, and planting. The individual must be able to lift and carry at least 50 pounds and be able to work in sometimes adverse conditions that include rain, heat, insects, etc.

- This position will coordinate Earth Agents and Conservation Leadership Academy programs at the Zoo, with assistance from co-educators. (50%) This includes, but is not limited to:
 - Recruiting, interviewing, and selecting participants (with assistance from the Volunteer Manager), planning and developing trainings and curriculum, scheduling activities, hiring and training teen for the CLA program.
 - Recruiting and onboarding Earth Agent families, communicating with families during the EA session.
 - Offering guidance and support of teens and families while they develop their community engagement projects.
 - Developing curriculum and training schedule for CLA students and Earth Agents families in conservation education topics, with a focus on diversity, equity, accessibility, and inclusion in the conservation field. .
 - Creating and cultivating service-learning opportunities for CLA participants, for example community clean-ups, recycling center visits and volunteering, pollinator plantings, etc.
 - Identifying and recruiting diverse guest speakers for training opportunities and coordinating for honoraria payments to speakers.
 - Organizing and ordering t-shirts for program participants and assisting in developing other marketing and recruitment materials.
 - Create and design resources, worksheets, outreach materials, etc. for in person and social media communications.
- This position will work with co-educators to develop and grow community engagement programs (40%)
 - This includes but is not limited to creating on-site educational opportunities that engage the public in conservation behaviors, such as community science programs like FrogWatch, Monarch Watch, iNaturalist, etc.

- Developing family-oriented/multi-generational education classes, programs, and volunteer opportunities.
- Work to increase programming reach and community engagement to diverse and inclusive communities in Wilmington, DE.
- Facilitate virtual and in-person meetings and trainings.
- Develop resources for, and teach, family-oriented education and service opportunities that facilitate community-based, community-driven conservation.
- Create diverse and inclusive partnerships with local organizations and businesses to increase programming opportunities and drive community-based conservation practices.
- Grow community engagement programs in meaningful ways that responsibly support our current or growing conservation efforts.
- Other programming areas, training, and needs, including: (10%)
 - Work with co-educators, CLA students, and EA families to develop and deliver educational content to zoo special events and conservation holidays (like Earth Day)
 - Support other programming areas (camps, scouts, school programs, outreach, virtual programming) as necessary.
 - Coordinate with zoo marketing staff to provide necessary materials and information for marketing programming.
 - Participating in zoo staff trainings.
- Ensure a healthy learning environment – including maintaining appropriate hygiene, health, and cleanliness standards and safety and security of children and volunteers.

Primary Qualifications

The ideal candidate will have one year's experience with community engagement, knowledge of wildlife conservation, with a preference of experience with environmental education. A background in K-12 education in either a classroom or an informal environmental education setting is preferred, but not required.

The successful candidate will have excellent writing and communication skills, a positive attitude, enjoyment of the outdoors, customer service experience, and an ability to deliver engaging, energetic environmental education programs to both children and adults. A prerequisite to employment will be a criminal background check and other requirements of working with young children per the Beau Biden Act.

To Apply:

Send a cover letter and resume to jobs@brandywinezoo.org. Applications will be accepted on a rolling basis, until the position is filled.