# Position Description

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<th>Position Description</th>
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<tbody>
<tr>
<td><strong>UW System Title:</strong></td>
<td>Outreach Specialist (S92) – proposed</td>
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<tr>
<td><strong>Working Title:</strong></td>
<td>CLUE Outreach Specialist</td>
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<td><strong>Supervisor’s Working Title:</strong></td>
<td>Director, CLUE</td>
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<tr>
<td><strong>Hours/Shift:</strong></td>
<td>Monday – Friday 8:00 am to 4:30 pm, evenings and weekends as needed</td>
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<tr>
<td><strong>Department:</strong></td>
<td>Center for Land Use Education, College of Natural Resources</td>
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<td><strong>Supervisory Position:</strong></td>
<td>☑ Yes  ☑ No</td>
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<tr>
<td><strong>Employee Category:</strong></td>
<td>Academic Staff – Category A</td>
</tr>
<tr>
<td><strong>FLSA Status:</strong></td>
<td>✔ Exempt  ☑ Non-exempt</td>
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<tr>
<td><strong>Date Created/Updated:</strong></td>
<td>February 2020</td>
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## Position Summary

Strengthen and expand professional outreach for the Center for Land Use Education (CLUE) through the development, production and management of printed and web-based publications, outreach media and unique educational products, helping to reach more people through effective communication.

### Primary Responsibilities:

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<th>%</th>
<th>Educational Materials Production</th>
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<td>45%</td>
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<td></td>
<td>• Research, assist in development and manage production of new publications and center projects including educational games, kits, and booklets</td>
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<tr>
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<td>• Design, edit and produce printed publications developed by CLUE staff</td>
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<td>• Produce or secure graphics, artwork and maps as needed for various types of publications and presentations</td>
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<td>• Determine content and create brochures for workshop and outreach activities</td>
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<tr>
<th>30%</th>
<th>Digital Production and Outreach</th>
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<td>• Participate in ongoing development of the Land Use Online Training outreach courses including design, editing and production</td>
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<td>• Create content for the Central Wisconsin Sustainability Blog (CWSB); and produce and distribute quarterly electronic CWSB newsletter</td>
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<td>• Design layout, develop new pages and maintain CLUE’s website</td>
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<td>• Determine and post relevant information to the CLUE and CWSB Facebook pages and other social media sites as appropriate</td>
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<th>General Program Management</th>
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<td>• Financial oversight of workshops through management of registrations, invoices, payments, catering and workshop materials</td>
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<td>• Provide oversight of accounts for CLUE and other grant and contract accounts, including record retention.</td>
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<td>• Purchase and requisition office supplies, equipment, furniture, and materials</td>
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<td>• Create program evaluation tools, collect feedback and communicate feedback to instructors</td>
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<td>• Interview, hire, train and supervise student workers</td>
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### Program Engagement

- Seek out professional development opportunities to maintain general familiarity on land use, zoning, community development and sustainability issues through webinars, conferences and readings
- Determine areas of professional development to maintain and acquire new software skills as necessary including Microsoft Office suite, Adobe products including InDesign and Illustrator, and webinar and video technologies
- Participate in UW-Stevens Point and UW-Extension committees as appropriate
- Attend UW-Extension meetings, gatherings and trainings

### Qualifications – Knowledge, Skills, and Abilities:

#### Knowledge, Skills, and Abilities

- Knowledge of and experience using graphic design software (Adobe Creative Suite)
- Excellent written and oral communication skills
- Experience developing and implementing adult education programs
- Experience with website development and maintenance
- Understanding of University purchasing procedures
- Understanding of University financial system (WISDM)

#### Physical Effort/Demands:

- Sitting
- Standing
- Walking
- Lifting your arms above your head to reach high, possibly difficult, areas
- Kneeling
- Squatting
- Stooping
- Frequently lift 1 – 10 pounds
- Occasionally lift 15 pounds

#### Equipment Operated:

- Various computer systems and/or software
- Calculator
- Fax machine
- Office copier
- Telephone
- Other electronic office devices

#### Working Environment:

The noise level in the work environment is usually quiet.
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.

________________________________________  ______________________
Employee Name  Date

________________________________________  ______________________
Employee Signature  Date

________________________________________  ______________________
Supervisor Name  Date

________________________________________  ______________________
Supervisor Signature  Date