

**Position Description**  
**Ocean and Marine Outreach Coordinator**  
**Extension Associate**  
**New York Sea Grant**  
**College of Agriculture and Life Sciences**  
**Cornell University**  
**Stony Brook, New York**

**General Position Responsibilities**

This Extension Associate position serves as a primary resource on stakeholder engagement processes, as well as ocean health, ocean life, the impact of human activities on the ocean ecosystem and the use of social media and other communication techniques to disseminate scientific and technical information to lay audiences. This position will develop extension, outreach, education and training programs to support community engagement and action related to marine mammals, marine debris, and other activities that occur in the ocean and the coastal areas of Long Island. In addition, the position will develop, implement and evaluate a formal stakeholder engagement process for the New York Ocean Action Plan, create K-12 educational materials, and engage public and ocean stakeholders in ocean literacy.

The position requires a self-motivated individual with excellent communication skills who can work both independently and with groups. The position will enhance the capacity of New York Sea Grant (NYSG) and New York State Department of Environmental Conservation's Division of Marine Resources (DEC) by informing community understanding of ocean and coastal resources and ecosystems and by making ocean /coastal research, data products, information and other science-based decision tools accessible. The position represents New York Sea Grant and the DEC in the above areas of subject matter specialization to the public, teachers, industry and community leaders, government officials, and university leaders. The Extension Associate brings technical resources of the National Sea Grant Program, Cornell University, the State University of New York, National Oceanic and Atmospheric Administration (NOAA), and the DEC to New York and regional audiences including industry; coastal residents; federal, state, and local governmental representatives, nongovernmental organizations and university faculty and staff. Primary geographic area responsibility includes Long Island and New York State's Marine and Coastal District.

**University and Extension Program Ties**

- Plans and conducts extension education programs related to ocean ecosystems, and may develop significant new subject matter materials such as curricula and extension education publications.
- Actively pursues outside grants and contracts to support this program area.
- Has subject matter leadership responsibility for integrating Sea Grant Extension and University coastal resources programming initiatives in a statewide, regional, and/or national context.

- Works actively with DEC Division of Marine Resources (DMR) staff on ocean stewardship for implementation of the New York State Ocean Action Plan and assists with marine resource outreach activities.
- Acts as a leader within their area of program expertise within New York Sea Grant, Cornell Cooperative Extension and DEC, and, when appropriate, within the Northeast, Mid-Atlantic or National Sea Grant Network and the Mid-Atlantic Regional Planning Body.

## **Specific Job Functions and Responsibilities**

### Program Development and Implementation

(80%)

- Extension and outreach programming and tools are developed, implemented and evaluated based on the needs of clientele as identified, in part, through a Program Advisory Network whose members represent the interests served by the position. For this position, this Network will include DEC Division of Marine Resources.
- Programs are implemented using a variety of educational tools such as publications, electronic technology, group experiences, mass media, individual advisement, websites, social media and the like.
- The educator develops networks of volunteers and/or public/private professionals (experts) to assist in educational program development and initiates volunteer training efforts, when applicable, to enable volunteers to be effective in their role.
- Engage ocean stakeholders in a variety of forums including workshops, meetings, conferences, etc. When appropriate, new organizations and representative groups are developed to articulate industry needs.

### Specific Program Development Responsibilities:

- Serve as a recognized subject matter specialist in the area of ocean and coastal resources and ecosystems as well as in K-12 and adult education.
- Work collaboratively with ocean stakeholders (especially with marine fishermen), community partners, agencies and teachers to develop enduring and empowering relationships for the proliferation of ocean literacy in relevant communities.
- Disseminate and translate science based research generated about the Atlantic Ocean and its Long Island embayments to community members, the public and ocean stakeholders in a range of applicable formats.
- Engage the community in the identification of priority research needs and preferred policies and management strategies for supporting ocean health.
- Provide training, technical assistance, and resources to ocean stakeholders to increase their individual and collective capacity to sustain practices that support a healthy ocean ecosystem.
- Collaborate with other university, Sea Grant, and extension staff to stimulate educational resource program sharing in the field of coastal resilience.
- Develop and implement an extension and outreach program, as well as facilitate organizational partnerships, science, and monitoring and information management actions to provide science-based information to inform and support implementation of management,

conservation, restoration and sustainable development activities as described in the New York State Ocean Action Plan.

- Develop, disseminate and apply sound scientific, technical and related research knowledge in order to support ocean and coastal resources and their ecosystem.
- Provide ocean ecosystem and marine mammal technical expertise and educational program support to ocean stakeholders; beach visitors; local, state, and national elected and appointed officials; resource managers; communication offices; extension educators; and the media.
- Works in close collaboration with DEC DMR and the New York State Ocean Coordinator on implementing Goal 4 of the New York State Ocean Action Plan in empowering the public to actively participate in decision-making and ocean stewardship.
- Establishes biannual OAP stakeholder workshops and organize/participate in the public meetings of the Marine Resources Advisory Council, DEC Fishery Regulatory/Management Plans, the Ocean Advisory Committee and the NYS Ocean Acidification Task Force.

#### Program Evaluation

(10%)

- Provides leadership for the design, execution and analysis of extension/outreach program evaluations. At least one program evaluation is performed annually to assess benefits and identify avenues for program improvement. The results of such program evaluations are summarized in a written narrative which communicates findings and recommendations to regional and county extension educators, program advisory committees, lay leaders, industry representatives, and university faculty.

#### Staff Development and Professional Improvement

(10%)

- May design and teach regional in-service education programs to support the efforts of regional and county extension educators, Sea Grant specialists, volunteers, DEC state agency personnel, and industry leaders in the area of ocean and coastal ecosystems.
- May occasionally collaborate with university departments and other state Sea Grant programs in planning and conducting extension staff development activities.
- Keeps current in their area of professional expertise.
- Professional growth is demonstrated in development and fulfillment of professional improvement plans filed with Sea Grant Extension program leadership.
- Must also take all annual DEC required training classes (e.g., reasonable accommodation, sexual harassment, etc.)

### **Requirements**

#### Required

- Master's level degree in ocean and coastal management, environmental education/literacy, marine biology, marine science, natural resource management, or other related fields.
- 2+ years of experience working with an outreach or similar public education program.

- Knowledge of principles, theory, research, and educational materials in the subject matter field and knowledge of extension methods related to the area of specialization.
- Advanced computer skills and the ability to use computer and long distance education technologies in this area of extension programming expertise.
- Demonstrated ability to develop K-12 and adult educational programs.
- Initiate, plan, conduct and evaluate informal and/or formal adult education programs.
- Define, conduct, and interpret original applied research and/or demonstration projects.
- Lead and effectively participate in professional team efforts; relate effectively to co-workers, advisors, a variety of ocean stakeholders (e.g., fishers, shipping interests, non-consumptive recreation users, etc.) community and professional leaders, and targeted audiences. Communicate effectively through oral, written, and visual channels.
- Must be able to meet the travel requirements of the position, and have reliable transportation as well as have and maintain a valid and unrestricted New York State driver's license.

#### Preferred

- Experience/training in the use of social media, video and web-based communication tools are preferred.

#### **Reporting Relationships**

The Extension Associate reports to the Associate Director of New York Sea Grant and will work closely with the Assistant Director of Marine Resources for program implementation as well as the New York State Ocean Coordinator. Work plans will be jointly negotiated in support of both the NYSG strategic plans as well as the Ocean Action Plan. Extension program direction is established through Program Advisory Networks, university faculty, and organizational leadership of the Sea Grant Extension Program.

This position will primarily reside in Stony Brook, New York with frequent interaction and some days spent at DEC offices.