

## **Job Description**

### **Texas Master Naturalist Program Support Specialist - Texas A&M AgriLife**

#### **Time Period:**

September 1, 2023, through August 31, 2025, with renewal based upon contract/MOA renewal.

#### **MOA/Contract Length:**

A two-year cycle to be in line with the biennium with renewal based upon contract availability and renewal.

#### **General Position Description/Purpose:**

The purpose of this proposal is to initiate employment of personnel needed to effectively maintain statewide efforts of the TMN Program through the financial support provided by Texas Parks and Wildlife Department for a **Program Specialist II** serving as the **TMN Program Support Specialist**. This position is an AgriLife Extension employee under the supervision of the Principal Investigator from RWFEM Extension and will support the daily operation of the statewide TMN Program.

The purpose of the project is to effectively maintain statewide efforts of the Texas Master Naturalist program by developing a corps of well-informed volunteers to provide stewardship, outreach, and service dedicated to the beneficial management of natural resources and natural areas within their communities for the State of Texas.

#### **Project Objectives/Job Duties, Expectations and Deliverables:**

- Supports program leadership as a primary administrative link between TMN Chapters and TMN Program Leadership
  - Communicate with TMN volunteers and TPWD/AgriLife Extension personnel to encourage participation in volunteer opportunities.
  - Manages primary communications with TMN Chapters, volunteers, representing the program sponsors, and TMN Statewide Advisory Committee
  - Contributes to the development of a Texas Master Naturalist Program strategic plan and implements plan strategies and goals
  - Supports and contributes to revisions of the TMN Program guiding documents bringing front line chapter operation enhancement observations and needs.
  - Communicate program policies and requirements to TMN Chapters and TMN members
  - Establish efficient lines of communication with chapters, volunteers and state program office, etc.
- Assists in facilitating the development of new TMN Chapters, chapter leaders, and chapter advisors as needed.
  - Lead TMN chapters and volunteers with Diversity, Equity, Inclusion and Accessibility (DEIA) by further promoting and contributing to the program's Be The Change project and resources.

- Facilitate new program development with TMN Chapters as needed
- Contributes to, supports, and may develop marketing materials for state program projects and events such as the statewide TMN Annual Meeting advanced training event each October
  - Contributes to and/or facilitates statewide TMN Tuesdays advanced training events
  - Provides TMN intro presentations for new training classes
  - Seeks and develops opportunities where chapters can train more regionally
- Participate in biannual TMN program meetings.
  - Contributes to TMN Program annual report and visual elements in coordination with the TMN Program Coordinators as needed
  - Develop Anniversary Report - in a format that becomes a living document.
- Provide monthly report to TMN Leadership Team on program deliverables and monthly hours for grant reporting
  - Tracks achievements of TMN volunteers and Chapters (grants/awards/milestones, etc.)
- Design, produce, and edit TMN communications products, including annual reports, press releases, chapter templates, and website content.
  - Provides input to updates of the TMN Brand ID Guide bringing chapter needs, scenarios and new resources utilized as needed
  - Develop TMN brand identity chapter templates
  - Coordinates guidance for chapters on volunteer recognition. Collaborates with AgriLife Learn as host for shipments of TMN Certification Pins, lower-level milestone pins and TMN Certificates.
  - Develop state and chapter level photo archive product
  - Administer the TMN Listserv
- Coordinate routine chapter/volunteer communication for programmatic information
- Leads, plans, develops, and implements program social media efforts
  - Coordinate production of the TMN marketing content with the Canva tool or other tools as needed
  - Evaluate reach and results of marketing and communications efforts, including media distribution, social media, website metrics and other information as needed for institute reporting
- Host and provide maintenance of the state TMN website, to be linked to TPWD's and AgriLife Extension's websites, host chapter website domains, security updates and regular training for volunteer chapter webmasters.
  - Produce templates, guidelines, and training resources for TMN chapter websites
  - Monitors and responds to information requests and emails from the TMN website

**Education and Experience:**

- Bachelor's degree or equivalent combination of education and experience
- Two years of experience working with volunteers

- Communication and/or marketing experience in natural resource, conservation and ecological sciences or closely related field
- Experience working remotely & with dispersed teams

**Knowledge, Skills, and Abilities:**

- Knowledge of the basic natural resources and ecoregions of the state of Texas
- Knowledge of basic ecosystem management
- Knowledge and familiarity with the Texas Master Naturalist Program
- Knowledge of website and social media marketing management tools
- Knowledge of marketing and branding principles and practices to meet stated goals, including increasing awareness
- Skill and experience as a volunteer or working with and/or managing volunteers
- Skill in project management
- Skill in interpersonal, communication, and writing skills and/or experience
- Skill in developing and managing social media content
- Skill in efficient written communication
- Skill in using Canva, Meta Business Center, and Word Press
- Skill in using Microsoft Office programs (Word, Excel, PowerPoint and Outlook) and Adobe Creative Cloud (InDesign, Photoshop, Illustrator)
- Ability to providing quality customer service in a courteous and professional manner
- Ability to communicate and work with diverse audiences and generations
- Ability to work independently with little or no supervision
- Ability to problem-solve
- Ability to manage multiple projects simultaneously
- Ability to make sound recommendations and judgments under pressure
- Ability to anticipate potential issues and know when to seek input from supervisors
- Ability to work effectively with colleagues and vendors
- Ability to work as a member of a team
- Ability to collaborate with team members to accomplish shared goals
- Ability to communicate effectively, both verbally and in writing
- Ability to maintain confidentiality

Texas A&M AgriLife is an Equal Opportunity/Affirmative Action/Veterans/Disability Employer

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