

## **POSITION DESCRIPTION**

**Title:** Extension Educator

**Working Title:** Tourism & Community Development Educator

**Institute:** Greening Michigan

## **BASIC FUNCTION**

As part of MSU Extension (MSUE) and the Greening Michigan Institute (GMI), this position provides local and regional leadership and educational programming expertise while contributing to statewide initiatives in alignment with tourism and community development programming in the greater Baraga County region. This position specifically focuses on conducting outreach activities and educational programs focused on community tourism development and strengthening local economies. This position represents a 75% tourism and 25% community development (strengthening of local networks and delivery of other GMI community development-related programming) assignment. This is a new position that will have the opportunity for the selected candidate to create and explore new educational and outreach efforts in tourism, facilitation, planning, and community development.

## **Characteristic Duties/Responsibilities**

- Develop, deliver and evaluate innovative educational programming to stakeholder groups that advance local and regional tourism opportunities. Programs/topics may include *First Impressions Tourism*, sustainable tourism, tourism entrepreneurship, placemaking, and downtown development.
- Serve as an information resource on tourism/community development topics to community partners and Extension staff locally and regionally.
- Collaborate with local and regional groups, including Chambers of Commerce, Economic Development Agencies, municipalities/local governmental units, tribal communities, community colleges, regional universities, other university extension tourism programs (UW-Extension and UMN Extension) and other groups to evaluate the needs of the target audience served.
- Work closely with the MSU Extension Tourism and other GMI work teams to collaborate efforts in conducting appropriate outreach activities and evaluation of programming.
- In concert with MSUE work team(s), work with federal, state, county and local agencies and organizations to conduct a needs assessment of the community/region to guide programming.
- Assist in the development of educational materials and curriculum for use with entrepreneurs.
- Create and promote positive public relations for MSU Extension and the Greening Michigan Institute.
- Author, produce and submit regular research-based educational articles, or other online content, for distribution on the MSUE website related to tourism, tourism planning and development, customer service, festival and event management, etc.
- Develop and use appropriate media methods to communicate current and timely information, research results and relevant industry updates, as well as a schedule of current and future activities.

- Facilitate local/regional tourism and community development groups as appropriate to advance the local/regional tourism economy.
- Actively participate in professional development opportunities.
- Gather and report programming outputs and impacts to demonstrate program effectiveness and to guide future program priorities for MSUE, the Greening Michigan Institute and the appropriate work team.
- Maintain timely and accurate records through reporting systems as directed to document work efforts.
- Conduct follow-up evaluation with communities and organizations to determine economic impacts.
- Work to ensure that community needs assessments, program development, and recruitment efforts include the engagement of Michigan's diverse residents across race, gender, socioeconomic class, disabilities and other differences.
- Understand and implements Civil Rights policies and procedures.
- Other duties or projects as assigned by the Institute Director.

#### **SUPERVISION RECEIVED FROM**

Director of the Greening Michigan Institute

#### **WORK ENVIRONMENT**

This position requires driving as a regular part of the position, carrying educational materials, equipment, etc. up to 25 lbs.

#### **MINIMUM REQUIREMENTS**

- Bachelor's degree (Master's preferred) from an accredited institution in a field of study related to tourism, community development, business, forestry/natural resources, or related field. Candidates with a Bachelor's degree will complete a Master's degree within a specified time-frame, as discussed with hiring manager prior to employment.
- Demonstrated ability and skill in educational program planning, implementation and evaluation.
- Ability to create and carryout a project plan from research of initial concept to project completion and follow-up.
- Experience with marketing/promotion of educational programs.
- Strong interpersonal, oral and written communication skills.
- Experience and proven ability working productively with a team.
- Proficiency in use of technology (e.g. web research, Microsoft Word, Excel, PowerPoint, Outlook for mail/calendaring, distance technology, etc.) for day-to-day work and educational program delivery, record keeping, reporting, team-based communications and overall management.
- Demonstrated success in program development and delivery to diverse audiences/communities including but not limited to race, gender, socioeconomic class, disabilities and other differences.
- Proven ability in establishing and working with a diverse network of constituents and community members across race, gender, socioeconomic class, disabilities and other differences to assist with program development and outreach.
- Understanding of and ability to implement Civil Rights principles and compliance standards.
- Ability to lift and carry educational materials, equipment, etc. up to 25 lbs.

- Ability to travel in local and surrounding communities and occasional long distance travel are required as a regular part of this position.
- Transportation is the responsibility of the employee.
- Other skills and/or physical abilities required to perform duties of the position.

**DESIRED QUALIFICATIONS**

- 3-years' experience in Extension program delivery or demonstrated ability and skill in educational program planning, implementation and evaluation (relevant experience acquired within the last 5-years preferred).

This is a full time, fixed term end-dated appointment renewable annually based upon successful performance and continued funding.

**FAIR LABOR STANDARDS ACT DESIGNATION**

This position is exempt as defined under the FLSA.

*MSU is an affirmative-action, equal-opportunity employer, committed to achieving excellence through a diverse workforce and inclusive culture that encourages all people to reach their full potential. Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status.*