

**TEXAS WILDLIFE ASSOCIATION**  
**EMPLOYMENT OPPORTUNITY ANNOUNCEMENT**



**Position Title:** Conservation Education Specialist  
**Deadline:** May 19, 2023 (or until filled)  
**Start Date:** June 2023  
**Location:** TWA Headquarters, New Braunfels, TX  
**Term:** Full-time  
**Salary:** Commensurate with experience, plus benefits (first six months probationary)  
**Reports to:** Director of Formal Education

**General Position Description:**

The Conservation Education Specialist of the Conservation Legacy (CL) Education Department of the Texas Wildlife Association (TWA) will be responsible for the development, management, deployment, and evaluation of CL's Formal Education programs: Discovery Trunks, Distance Learning, *Critter Connections* youth magazine, and their associated curriculum/lessons, along with the development and management of CL digital resources to include website, digital marketing, and data management – all to promote the understanding of private land stewardship and natural resources conservation practices, focused within formal education venues, to reach new audiences related to wildlife and natural resources.

“Looking for a dynamic professional that has a passion for and extensive experience in creating engaging science-based content for the (primarily formal) K-12 learner. This person will be bridging TWA's natural resource conservation youth programming with the formal education system. Knowledge of Texas natural resources and native species is preferred, as well as experience with current technologies being used in the classroom, and knowledge of the Texas formal education system.”

**Position Responsibilities:**

- **Curriculum/Program Development and Enhancement:**
  - Assess and develop lessons (primarily for Discovery Trunks) that align the science and concepts of natural resources and wildlife conservation to K-12 science standards.
  - Enhance lessons (primarily from Discovery Trunks), utilizing current technology and digital resources to meet the needs of the formal classroom.
  - Develop and create engaging digital/broadcast programming (Distance Learning) in both live and recorded formats that connects students with natural resources conservation.
  - Author the content of the *Critter Connections* youth magazine.
  - Utilize a program evaluation plan to include metrics, questionnaires, and methods for implementing to measure program impacts.
  
- **Natural Resource Curriculum Advocate:**
  - Lead the communication and marketing efforts for all Conservation Legacy Formal Education programs.
  - Propagate the importance of natural resources education (specifically TWA's) to all levels with the formal education system.
  - Develop and sustain positive relationships between the Texas Wildlife Association and the formal education system, focusing on the State Board of Education, the Texas Education Agency, and Education Service Centers.
  - Engage in the development of partnerships with college/university education departments.

**Department Responsibilities:**

- Coordinate with the Conservation Legacy team to plan, budget and manage day-to-day operations to include registration and records, fundraising and grant reporting, communications, publicity, promotions, and partner relations.
- Network and establish professional connections with members of the media, conservation organizations, outdoor industries, landowners, government agencies, Independent School districts, Regional Service

Centers, and individuals to promote TWA and TWAF programs, and provide a highly visible, clear perception to the general public about our mission, philosophy, and values.

- Engage TWA members, landowners, organizations, agencies, volunteers and groups with common interests as sponsors, cooperators, and participants in Conservation Legacy Programs.
- Accomplishing the youth and adult educational goals and objectives as part of education programs and special events, aligned with the TWA and TWAF missions.
- Support and provide assistance with projects and programs from the administrative level to managing and executing programs.
- Assisting with and supporting fundraising initiatives of Texas Wildlife Association Foundation, Inc. (TWAF).
- Conduct all other business of Conservation Legacy as directed by the leadership of TWA and TWAF.

### **Minimum Qualification Requirements:**

**Education:** Bachelor's degree from accredited college or university in a natural resources related field or biological science education

### **Experience preferred:**

- Experience in science, wildlife and fisheries, and/or natural resource education.
- Experience providing programs and/or services to formal and informal educators.
- Experience with computer applications and software/programs used in formal education (i.e., Microsoft Suite, Google Classroom, quiz applications, Zoom, etc.)

### **Knowledge, Skills and Abilities:**

- Knowledge of natural resources, hunting, conservation, native species, human/wildlife dimensions, natural resource education, and youth development.
- Knowledge and understanding of Science TEKS spanning from Grades K-12 and how they relate to natural resources and conservation education.
- Knowledge of the formal education system, from the student learner to the state level.
- Knowledge and understanding of the teacher certification process.
- Skill in writing science lessons, activities, presentations, and outdoor field lessons, to include the topics of natural resources, conservation, and stewardship.
- Skill in the utilization of the Microsoft Suite (Word, PowerPoint, Excel, Outlook, Publisher, and Teams), Adobe Acrobat, digital marketing platforms, formal education applications, and social media.
- Skill in project coordination, organization, and logistics.
- Skill in business and/or office management, records maintenance and data reporting, and general planning and budgeting.
- Ability to be a 'self-starter' and work both independently and in a team-oriented collaborative environment, and exercise initiative in accomplishing tasks.
- Ability to efficiently execute a detailed multi-step project, as well as organize and complete multiple tasks simultaneously with minimal supervision.
- Ability to effectively coordinate and manage high-stress and/or complex projects while maintaining composure and professionalism.
- Ability to demonstrate good work habits including being reliable, punctual, efficient and able to follow instructions and meet deadlines.
- Ability to work cooperatively with and maintain positive working relationships with volunteer leadership and volunteers, partners, donors and sponsors, government agency employees and leaders, and members of academia at all levels.
- Ability to deliver effective and professional written communications and oral presentations to educators and administrators, landowners, youth, and the general public.
- In general, ability to assist with all of TWA/TWAF's educational opportunities in a team and family oriented, cooperative spirit toward all involved.

**Working Conditions:**

- Full time, based out of TWA Headquarters
- Variable working hours including evenings and weekends
- Occasional travel to activities and events
- Medical, dental, and vision benefits provided or available, as well as 401(k) and life insurance
- Business travel and program supply expenses will be reimbursed with proper documentation

**Additional Requirements:**

- 1) Cover letter referencing the position 'Conservation Education Specialist' and required salary range
- 2) Resume
- 3) List of three (3) references
- 4) Must possess or be able to obtain a Texas class "C" vehicle operator's license
- 5) Must pass a background check
- 6) At will employment letter must be signed

**SEND LETTER OF APPLICATION AND RESUME TO:** Kassi Scheffer-Geeslin, Texas Wildlife Association, 6644 FM 1102, New Braunfels TX 78132 | [kscheffer@texas-wildlife.org](mailto:kscheffer@texas-wildlife.org) | Phone: 210-826-2904

AN EQUAL OPPORTUNITY EMPLOYER

