

JOB DESCRIPTION

JOB TITLE: Education for Action Manager

REPORTS TO: Vice President of Communications

EMPLOYMENT STATUS: Full-time

FLSA STATUS: Exempt

MANAGING: Seasonal environmental educators, Floating Classroom staff

POSITION OVERVIEW:

The Education for Action Manager is responsible for managing the organization's educational projects, playing a central role in the Lake George Association's (LGA) mission to preserve Lake George's water quality. This position translates scientific research and advancements in limnology and environmental science into engaging and actionable learning pathways, aiming to build awareness, inspire stewardship and equip the Lake George community and beyond with the knowledge and skills necessary to take actions to protect the Lake. The Education for Action Manager develops and executes projects targeting adults, youth and the broader public, connecting cutting-edge science - including research from the LGA's partnership with the Jefferson Project - to practical educational experiences that drive conservation efforts and mobilize action for the protection of Lake George's water quality.

The role combines environmental education, project management, curriculum development, staff leadership, and community outreach. The Education for Action Manager is expected to develop and advance educational initiatives that align with LGA's science-informed, systems-based approach to protecting Lake George water quality and clarity, with a focus on programming that can drive meaningful community understanding, stewardship, and long-term impact. The position also oversees LGA's Floating Classroom educational programming and supervises seasonal educators and vessel staff.

KEY RESPONSIBILITIES:

- **Direct & Teach Educational Activities:** Manage and execute educational initiatives aimed at activating community members to engage in stewardship and advocacy in alignment with the LGA's mission and strategic plan. Develop and teach curriculum for each project in a passionate and engaging manner. Focus on the ecological significance of Lake George and its water quality, sustainable practices to protect the Lake George watershed, and inspire and activate people to become environmental stewards and advocates.
- **Project Management:** Develop project plans and strategy for all education and outreach projects and events. Oversee scheduling of staff and resources. Ensure all logistics are in place for effective project delivery. Maintain educational equipment and materials to ensure the smooth operation of projects.
- **Curriculum Development:** Work with staff to design and implement a comprehensive range of environmental education activities targeting various groups, including schools, property owners, residents, businesses, community organizations, municipalities and visitors. Create engaging,

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age-appropriate educational materials, lesson plans and resources that align with NYS educational standards, when applicable, and support the LGA's strategic plan goals.

- **Community Outreach:** Collaborate with local schools (K-college), teachers and community leaders to integrate environmental education into school curricula and extracurricular activities. Foster partnerships with other local organizations to increase the impact in local communities. Amplify community outreach with content linked to systems-level changes.
- **Hiring and Training:** Hire and supervise seasonal Educators, Captains and First Mates for the Floating Classroom. Conduct training workshops to ensure all educators, volunteers and staff are equipped with the necessary knowledge, skills and safety training to deliver effective educational activities. Provide relevant performance management support.
- **Community Science Activities:** Plan and implement engaging community science activities to recruit volunteers, engage the public, raise awareness of Lake George's environmental challenges and organizational conservation efforts, and motivate participants to engage in systems-level change to protect Lake George.
- **Evaluation and Reporting:** Develop and implement strategies to assess the impact and effectiveness of educational activities, with a focus on behavior change of participants. Generate regular reports for internal and external stakeholders, documenting the success and areas for improvement. Ensure that educational projects and materials meet specific milestones and objectives.
- **Grant Writing and Fundraising:** Collaborate with Director of Development to develop grant proposals to secure funding for environmental education projects. Support fundraising efforts to expand educational initiatives and secure financial resources.
- **Collaboration with Stakeholders:** Collaborate with local authorities, environmental organizations, governmental agencies and other stakeholders to strengthen environmental partnerships and leverage resources. Work closely with the Science, Advocacy and Solutions teams, and other internal staff, to align educational programming with organization goals.
- **Marketing:** Collaborate with the Vice President of Communications and Communications Specialist to build a persuasive marketing and communications plan for each educational project and Community Science activity. Utilize social media and other channels to increase awareness, participation and event attendance.

CORE FUNCTION TIME ALLOCATION

This position is expected to allocate time to core functions as follows: 100% Community.

QUALIFICATIONS:

- Demonstrated knowledge of environmental issues, conservation principles and ecological systems, particularly in freshwater lakes of the northeast.
- Excellent communication and presentation skills with the ability to adapt messages to diverse audiences.

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- Demonstrated leadership skills with experience managing teams of educators.
- Established curriculum/content development and instructional design expertise.
- Proven ability to plan, implement and track multi-faceted projects, including managing timelines, budgets, and deliverables.
- Ability to work flexible hours, including evenings and weekends, as needed for events and activities.
- Strong organizational and problem-solving abilities.
- Ability to collaborate effectively with various stakeholders, including schools, businesses, community organizations and governmental agencies.
- Effective team player with the ability to work independently.
- Excels at multi-tasking and meeting diverse deadlines.
- Comfortable working in outdoor settings.
- Commitment to LGA's mission, demonstrated through a science-informed, equity-minded, and solutions-focused approach to work.

PREFERRED QUALIFICATIONS:

- Bachelor's degree or higher in environmental science, environmental education, ecology or related field with relevant coursework.
- Coursework in Teaching or Instructional Design.
- At least 2 years of job experience in environmental education, scientific program management, or related role.
- Familiarity with New York State education standards.
- Knowledge of environmental issues related to water quality and ecosystem health.
- Experience with community outreach.
- Experience in grant writing and reporting.
- Boater's license and experience with general boat operations.
- Lived or professional experience in the Adirondacks or Lake George region, or in a comparable place-based conservation context.

ORGANIZATIONAL STANDARDS

The following expectations apply to all positions at the Lake George Association:

- Advance LGA's mission through a science-informed, equity-minded, and solutions-focused approach to protecting Lake George.
- Commitment to diversity, equity, and inclusion and the ability to contribute to a respectful, supportive, and inclusive workplace.
- Proficiency in Microsoft Word, Excel, Outlook, and PowerPoint, with additional role-specific software where appropriate.

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PHYSICAL DEMANDS AND WORK ENVIRONMENT:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodation may be made to enable individuals with disabilities to perform the functions.

- Must be able to carry 25lbs of weight through semi-secluded wooded terrain
- Must be able to work and teach on a moving boat during varying weather conditions for multiple hours
- Must be able to swim
- Ability to work on a moving boat a plus

NOTE: This job description in no way states or implies that these are the only duties to be performed by the employee(s) of this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.

To perform this job successfully, the employee(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

The Lake George Association is an equal opportunity employer, drug-free workplace, and complies with ADA regulations as applicable.