



THE WILDERNESS SOCIETY

Position Title: NR Science Education Manager
Location: Northern Rockies Region (Boise, ID Office)
Position Classification: Exempt: Grade 5
Salary Range: Competitive
Reporting Relationship: Vice President, Ecology & Economics Research

Position Summary (General Description):

The Wilderness Society is looking for a Science Education Manager to work with our expanding conservation team in the Northern Rockies. We are seeking a highly skilled and creative science communications expert to increase the impact of our scientific work on conservation campaigns. Someone that can identify the critical communication questions that highlight the needed scientific information is a key part of our campaign strategy. We need a skilled person that can leverage scientific knowledge with agencies, academics, decision makers, and the media to move our conservation campaign goals.

The Wilderness Society is developing a dynamic interdisciplinary Forest Restoration Campaign in the Northern Rockies. The campaign will focus on restoring the ecological health of wildlands. Showing the linkage between the well-being of human communities and healthy environments and building the case for sustainable jobs linked to wildland restoration and protection is an important component of this campaign. A key goal is to build broad public discussion of the need for forest restoration, ecologically sustainable economies and increased protection of wildlands. We will look to this position to be an integral part of the team, lead the development of the scientific outreach strategy, and take the lead in developing appropriate education and outreach materials.

The ideal candidate has shown the ability to translate complex scientific information into outreach and education materials that are appropriate for diverse audiences and move a conservation agenda. The individual would be expected to filter the masses of information, select what is relevant, and put it into compelling language. The person will be expected to engage in a forward looking manner that brings scientific information to bear on conservation issues in the Northern Rockies.

Background:

The Wilderness Society's programs are firmly grounded in solid, original science. TWS regularly produces analyses, reports and research that provide scientific support for conservation goals. The Science Education Manager will help TWS fully utilize this information within the organization, and help promote it outside the organization so that we take full advantage of this unique asset. A Science Education Manager, dedicated to increasing awareness and use of our scientific information and science products, and increasing the effectiveness of TWS scientists with media, will maximize the impact of TWS' significant investments in scientific research.

Over the last 15 years, TWS has built a dynamic science team investigating conservation issues in the Northern Rockies (Idaho, Montana, and Wyoming). These studies have clarified the important role that wildlands play in protecting ecosystems and quality of life for Americans. We have quantified the ecological effects of energy development, roads, and motorized recreation, and established new approaches to the management of wildland fire. We have developed scientific recommendations for restoring degraded wildlands and recommendations for ecologically sustainable development and community well-being. This scientific information continues to be relevant to conservation issues across the Northern Rockies and at the national level. We look to this position to develop creative ways of leveraging this body of knowledge to support our conservation campaigns and to develop educational materials for the general public.

University and governmental scientists in the Northern Rockies have built a large body of ecological, economic, and social information relevant to conservation issues in the region as well as national conservation policy. Translating strategically chosen pieces of this literature will dramatically help our conservation campaigns progress and help us reach out to new audiences. We look to this position to develop an innovative strategy to find, translate, and use this untapped body of conservation science.

Primary Duties and Responsibilities:

Leverage scientific knowledge from the Northern Rockies research programs to move our conservation campaigns.

- Develop and implement a strategy to improve the integration of scientific information from TWS's research and university and governmental research into our Northern Rockies and Forest Restoration Campaigns;
- Develop and implement a strategy using our integrated scientific information that most powerfully move our campaigns forward;
- During campaign planning, identify the critical communication questions that highlight the scientific information that is needed to move our campaigns forward and describe how results and analyses need to be packaged;
- Leverage integrated scientific information to influence current policy and advocacy issues within the campaigns so that the scientific information is presented appropriately for policymakers, media, or other critical audiences;
- Develop and implement an education program for diverse audiences. This may include translating scientific materials into fact sheets, science briefs or presentations;
- Improve the use of scientific information within TWS and the conservation community by filtering relevant information and packaging it into compelling language;
- Improve the distribution and use of campaign-relevant science by creating and maintaining a Northern Rockies Science page on TWS's web site and improving the presence of scientific information on the web;
- Create and maintain a database of community contacts; manage release and distribution strategies so that appropriate community members receive relevant science products regularly, packaged in ways useful to them.

Increase the effectiveness of TWS scientists and their Northern Rockies work to the public.

- Craft and execute full distribution strategies for all science product releases. Be creative about finding relevant new audiences for science work;
- Incorporate editorial board strategy into releases. Monitor media for additional opportunities to engage editorial boards with TWS scientists;

- Actively monitor media for pervasive or emerging myths to aggressively counter with science.
- Actively seek out op-ed and letter-to-the-editor opportunities to disseminate scientific information using strategic signatories. Insure that these are written accessibly;
- Organize press conferences or media tours for TWS scientists or others as appropriate and/or as part of release/distribution strategies;
- Seek out opportunities to package TWS science products electronically such as on CDs or in PowerPoint presentations; distribute to appropriate audiences;

Help build TWS's credibility by increasing exposure of scientists within their peer or academic communities

- Create and maintain a database of "peers" within agencies, universities, etc. – ensure that these scientists regularly receive TWS scientific publications;
- Seek out and manage peer review processes; publication of work in scientific journals;
- Seek out appropriate opportunities for scientists to speak at conferences of their peers (where strategic and it will leverage their work).

Education and outreach of Idaho program

- Work with the communication department and Bozeman and Denver Offices communications to expand their media strategies and campaigns to the Idaho program;
- Work closely with local and regional partners where appropriate;

Qualifications:

- Advanced degree in conservation biology, economics, political science, social science, environmental studies or related field is required with a demonstrated ability to present scientific information to lay audiences.
- Exceptional communication skills that show the ability to translate complex ecological and economic facts into information that can be understood and used by the conservation community, agency staff, and media personnel;
- Demonstrated ability to work with scientists and ability to understand and translate science essential;
- Significant experience in advocacy, campaign, and environmental communication and education work preferred;
- The ability to lead initiatives, juggle competing priorities and work effectively within teams and coalitions is important;
- Demonstrated ability to work independently, think creatively, and write convincingly;
- Frequent, short-duration travel, both in and out of the region, is required;

This position is available immediately and is located in our Boise, Idaho office. **The Wilderness Society is an equal opportunity employer.** The Wilderness Society offers a competitive compensation and benefits package.

To apply please submit a cover letter explaining your qualifications for this position, resume, writing sample, and names, addresses, phone numbers of three references to: Ms. Geri Wardlow, Recruiting Consultant; 1615 M Street, NW Washington, D.C. 20036; fax #703-327-0415; email geriw@twso.org