MALAMA MAUNALUA
JOB DESCRIPTION

JOB TITLE: MAUNALUA INVASIVE ALIEN ALGAE (IAA)
OUTREACH PROGRAM LEAD

PROJECT OVERVIEW

The PROJECT is to remove 22 acres of Avrainvillea amadelpha (an invasive alien algae, aka "mudweed") from the nearshore waters of Maunalua Bay in East Oahu. This project is scheduled to run through June 30, 2011. (Post-project, while not guaranteed and while no positions exist currently, there may be opportunities to continue employment with Malama Maunalua). The Nature Conservancy Hawaii is the lead awardee and has ultimate project performance and contractual responsibility to NOAA for this project. Malama Maunalua, a community–based organization, has received a sub-award from The Nature Conservancy (TNC). Through the “Maunalua Bay Reef Restoration Project,” TNC and Malama Maunalua will work with community, private, state, and federal partners to implement a large-scale invasive alien algae removal program as the necessary first step to restore habitat in the Kuli’ou’ou reef flats of East Honolulu’s Maunalua Bay. This TNC-led project will create 73 new jobs while working to restore healthy coral reef habitat in the Bay, and will be implemented in close partnership with Mālama Maunalua, a local grassroots organization. The project will provide significant ecological benefits and transform current small-scale community-led alien algae removal efforts into a large-scale project employing approximately 60 field workers.

The field-based removal efforts will be complemented by Mālama Maunalua’s focused public education and outreach campaign and by volunteer removal efforts at four sites. It is anticipated that the project will be the focus of close and regular attention, interest, and scrutiny by numerous parties: U.S. government leaders, auditors, and federal grants officers; elected officials and members of Congress (including the Hawai‘i delegation), TNC leadership, residents and community leaders living in Maunalua Bay, U.S. taxpayers, and public interest groups.

POSITION OVERVIEW

The Outreach Lead will be responsible for developing and delivering (with a sub-contracted public relations and communications firm) a comprehensive community outreach and education program. The program is expected to have several components:

1) Timely communications with those residents most proximate to the site(s) of the pull(s) to ensure that they are at all times aware of project status, and supportive of the project;
2) Broad, effective ongoing communications with the residents of the region, users of Maunalua Bay, elected officials, agencies and residents of the state regarding the project, project status, project benefits, etc.
3) Broad Maunalua region-wide outreach and education that will increase awareness of the conservation issues facing Maunalua Bay, gain increased commitment to conservation actions that will improve the conditions in the Bay long term and increase awareness of Malama Maunalua as the community steward of the Bay, thus supporting the sustainability of the PROJECT.
PRIMARY FUNCTIONS

• The Outreach Lead is expected to lead the Outreach Team, which will include the Project Manager(s), members of the Project Advisory Team from TNC and Malama Maunalua, TNC public communications experts on the team, and a selected Public Relations and Communications firm.
• Develop and oversee conduct of appropriate surveys that would measure changes in the public's awareness of and commitment to conservation of Maunalua Bay over the course of the project.
• Develop and implement communications and education strategies focused on the three sets of constituents described above.
• Develop outreach materials, using a variety of media and serve as liaison with the selected Public Relations and Communications firm.
• Assist in media cultivation efforts, including distribution of press materials, monitoring of clippings, tracking and reporting on media coverage.
• Work with the Malama Maunalua event coordinator to plan and coordinate special project events.
• Serve as a liaison with the Project Manager(s) and the Community Organizer.
• Exercise independent strategic judgment and make recommendation to the Project Advisory Team on communications and events.

REQUIRED QUALIFICATIONS

• BA/BS degree or equivalent experience, preferably with significant coursework in public relations.
• Proven experience in planning and managing broad communications and outreach programs.
• Experience in working with diverse constituents (e.g. communities, agencies, elected officials, volunteers) in Hawaii.
• Experience in creating communication materials such as press releases, news articles, brochures, and displays. Knowledge of use of variety of media (e.g. Web, press, mailings, public service announcements) to convey messages effectively.
• Experience in summarizing scientific information into broadly and easily understood public communications.
• Experience in functioning effectively as the leader or member of a team.
• Proven ability to develop timelines and workplans and deliver work products within timeframes.
• Ability to simultaneously manage multiple priorities and work under pressure.
• Ability to work a flexible schedule, including weekends, and to deal with schedule changes.

DESIRED QUALIFICATIONS

The following are desired qualifications which will be considered in the evaluation of a candidate for this position.

• Experience in outreach and communications on conservation projects and with conservation or community organizations, preferably in Hawaii.
• Knowledge of and experience with the conservation issues and projects in Maunalua Bay.
• Understanding of Malama Maunalua, its objectives and its needs.

TO APPLY: PLEASE SUBMIT AN OVERVIEW LETTER (of not more than 2 pages) AND RESUME to: jennifer@malamamaunalua.org by August 24, 2009.