

## JOB DESCRIPTION

**Position Title:** School Outreach Specialist (Community Connection to Wildlands)  
**Agency:** Watershed Conservation Authority (WCA)  
**Program:** Community Connection to Wildlands (CCW) Initiative  
**Reports To:** Project Manager / Executive Officer  
**Location:** Azusa, CA (HQ) with frequent travel to Southeast Los Angeles (SELA) School Districts

## POSITION OVERVIEW

The Watershed Conservation Authority (WCA) is seeking a strategic and community-focused **School Outreach Specialist** to lead recruitment and partnership development for the *Community Connection to Wildlands (CCtoW)* initiative. This program provides fully funded, overnight outdoor education experiences to youth in Southeast Los Angeles (SELA).

The Specialist will serve as the primary "Trust Broker" for the program, transitioning outreach from a consultant-led model to a centralized WCA Government Initiative. This role is critical in securing district-level Memorandums of Understanding (MOUs), mitigating community fears regarding safety and inclusivity, and ensuring equitable access for high-priority target communities. **This is a contracted position.**

## ESSENTIAL DUTIES & RESPONSIBILITIES

### 1. District Partnership & Anchor Development (40%)

- Lead high-level negotiations with School Superintendents and School Boards to establish the CCtoW program as a sanctioned district curriculum partner
- Execute a targeted strategy to establish Bell Gardens schools as a primary program anchor, organizing "Lunch & Learn" presentations for Science and AVID department heads to promote curriculum.
- Present a cohesive "Mountain-to-Sea" narrative that combines cultural/mountain programming and marine science/island programming into a single WCA educational package.

### 2. Community Trust & Crisis Management (30%)

- Serve as the primary point of contact for parents and principals regarding student safety. Proactively address community anxiety regarding political instability or immigration enforcement by issuing official WCA "Safe Passage" memos for all trips.
- Host "WCA Nature Access Nights" in the service area to demystify the camping experience and build parental consent for overnight travel.

### **3. Retention & Data Management (20%)**

- Transition the booking model from "Teacher-Dependent" to "District-Supported." Ensure every scheduled trip has administrative backup to prevent entire roster cancellations due to individual teacher turnover.
- Maintain a dynamic master calendar across both consultants to rapidly fill open slots caused by last-minute drops.
- Coordinate with previous participants to speak at new target schools.

### **4. Program Branding (10%)**

- Ensure all recruitment materials, permission slips, and parent presentations prominently feature the Watershed Conservation Authority seal to reinforce the program's status as a government-backed public access initiative.

## **QUALIFICATIONS**

### **Education & Experience:**

- Bachelor's degree in Education, Public Administration, Communications, Environmental Studies, or a related field.
- Minimum of 3 years of experience in community outreach, school district relations, or youth program coordination.
- Proven experience working within Southeast Los Angeles (SELA) communities and Title I schools.

### **Skills & Competencies:**

- Bilingual (Spanish/English) is required to effectively communicate with the target demographic (70%+ Hispanic/Latinx participation).
- Ability to navigate sensitive political and social issues with empathy and professionalism.
- Experience executing MOUs, Indemnification Agreements, and Field Trip requests within complex school district hierarchies.
- Ability to present confidently to both School Boards and parents in informal community settings.

## **PREFERRED KNOWLEDGE**

- Familiarity with the geography and demographics of Southeast Los Angeles County area (SELA).
- Understanding of the specific logistical challenges of transporting youth to Catalina Island (ferry logistics) and the San Gabriel Mountains.

## SUBMISSION REQUIREMENTS

In one PDF file, please submit the following:

- Comprehensive resume detailing experience, education, and training
- Three professional references (excluding relatives) who can vouch for your community outreach or school district relations experience
- **Statement of Qualifications:** Respond separately to the following prompts in numerical order. Each response is limited to one (1) page per question. Responses must be numbered, in 12-point Times New Roman font, and with one-inch margins. Do not consolidate responses:
  1. Describe a specific time you secured a formal partnership (like an MOU) between an outside organization and a school district.
  2. Describe your experience working with Hispanic/Latinx communities and Title I schools.
- Cost Proposal: Please provide your hourly rate.

Email the submission to [info@wca.ca.gov](mailto:info@wca.ca.gov).

Submissions are accepted through Thursday, April 2, 2026, or until filled.