STATE OF CALIFORNIA – CALIFORNIA NATURAL RESOURCES AGENCY GAVIN NEWSOM, *Governor*

# CALIFORNIA COASTAL COMMISSION

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# CALIFORNIA COASTAL COMMISSION DUTY STATEMENT

**COASTAL PROGRAM MANAGER**

**EMPLOYEE NAME:**

**WORKING TITLE: Public Education Program Manager**

**WORK UNIT/DIVISION: Public Education Unit**

**LOCATION: San Francisco**

## DATE OF APPOINTMENT:

## CBID: S01

### TENURE/TIMEBASE: Full time/Permanent

The Public Education Unit connects people to the coast and ocean to promote their mutual well-being. It works to educate people about important coastal issues, promote coastal stewardship, and advance equitable access to coastal experiences and programs. The Public Education (PE) Program Manager is responsible for managing all aspects of the work of the Public Education Unit, including staff supervision, budgeting and financial management, marketing and public relations, fundraising, public outreach and communication, program development and implementation, reporting, and evaluation. The position works under the direction of the Legislative Director and works closely with senior management, the Public Information Officer, the Environmental Justice Unit, and Fiscal and Business Services.

Partner organizations, participants, grantees, agencies, and other governmental entities are among the constituencies that are central to the work of the Public Education Unit and working with staff to maintain and support those relationships is an important part of the PE Program Managers job. Consistent and clear communication, problem-solving, engagement, and support are key to making these relationships thrive. This interaction happens one-on-one, in meetings and workshops, via informational briefings and reports, at fairs and events, on social media platforms, and in many other ways.

## ESSENTIAL FUNCTIONS

## 50% Staff Management and Program Support

The PE Program Manager supervises seven staff who work on a wide range of education and stewardship programs, including California Coastal Cleanup Day, the Adopt-A-Beach Program, Whale Tail Grants, Boating Clean and Green Program, California King Tides Project, the K-12 Coastal Art and Poetry Contest, the Ocean and Coastal Amateur Photo Contest, the Climate Video Challenge, Project Grow, Educator Resources, and marine debris policy. The staff also manages the Coastal Commission’s social media channels, the Public Education pages on the Commission’s website, and communicates with the public through listservs, webinars and press releases. The Program Manager:

* Fosters a collaborative, inclusive and respectful culture within the Unit.
* Plans and manages team and individual project work. Strategizes on program plans and helps address challenges that come up. Reviews and provides feedback on reports, communications, press releases, and other documents. Provides support for Whale Tail Grants planning and serves on grant review panel.
* Gives regular feedback to staff and prepares annual performance evaluations.
* Recruits, selects, supervises, and supports staff through training, skill development, motivation, guidance, goal setting, ongoing feedback, and performance evaluation.
* Manages additional human resources, including contractors, volunteers, consultants, partners, and other cooperating individuals and entities.
* Ensures effective integration of public education programs and functions with other Commission activities and in coordination with Commission district offices.
* Coordinates with Legislative Unit on program-related policy development at the state level.

## 20% Financial Management, Marketing, and Fund Development

Another important area of responsibility is financial management and fund development. The Commission’s Public Education Program is largely funded by two special funds. The California Beach and Coastal Enhancement Account (CBCEA) was set up through legislation to receive a portion of the revenue from sales and renewals of the Whale Tail Specialty License Plate. The CBCEA funds staff and operating expenses for the PE Unit and provides funding for Whale Tail Grants. The Protect Our Coast and Oceans Fund is a voluntary contribution fund on the California state tax form. Donations to this fund support Whale Tail Grants. The Program Manager:

* Coordinates with Fiscal and Business Services and Accounting to develop, track, and forecast these budgets.
* Prepares Budget Change Proposals (BCPs) as part of the Commission’s annual budget.
* Works to develop new sources of funds. Works with legislative and management staff to develop and advocate for program funding. Seeks and secures private sources of funds through donations and product sales. Develops proposals and applies for grant funding.
* Manages contractual relationships with other entities.
* Maintains accurate and complete financial records.

The PE Program Manager is also responsible for marketing and public relations efforts to promote Whale Tail License Plate sales and to encourage donations to the Protect Our Coast and Oceans Fund. The Program Manager:

* Reviews and analyzes available data from marketing campaigns, the DMV, the Franchise Tax Board, and other sources to determine most effective marketing and public relations strategies.
* Develops Requests for Proposals for marketing services, manages the review team, reviews proposals, selects, and manages contractors. Serves as contract manager, reviews and approves invoices, tracks progress and provides direction and feedback.
* Works with the media and coordinates social media outreach campaigns.
* Develops and maintains partnerships with organizations such as the DMV and other Specialty License Plate organizations or Voluntary Contribution Funds.
* Monitors and responds as needed to new developments, administrative and legislative changes that affect Specialty License Plates and Voluntary Contribution Funds.

The PE unit has two fiscal sponsors, the Tides Center and the California State Parks Foundation (CSPF). The fiscal sponsors manage funds that support Commission Public Education Program activities. These funds are from sources such as sponsorships, donations, and grants. The Coastal Commission’s project at the Tides Center is called the Marine Education Project (MEP). The Public Education Program raises funds for the MEP, and the Tides Center employs two staff who work on Coastal Commission PE programs. The Adopt-A-Beach Fund at CSPF covers expenses related to Coastal Cleanup Day and other educational programs. The Program Manager:

* Oversees these fiscal sponsor relationships including ensuring fund availability, managing budgets and financial transactions.

## 10% Program Development and Planning

The PE Program Manager is responsible for program development and planning. The Program Manager:

* Works with PE staff to analyze public awareness and understanding of coastal and marine resource issues, public needs for programming, effective program practices, and engaging communications strategies.
* Leads annual and ongoing strategic and work planning processes. This includes analyzing past evaluations and other data, identifying program needs, setting short and long-term goals and objectives, and developing strategies and action steps. Develops new ways and means to accomplish program goals, making sure there is alignment and synergy and that PE Program goals are contributing to overall agency goals.

**10%** **Communication and Relationships**

The effectiveness of the PE Program relies on the support and cooperation of a wide range of individuals and groups including partner organizations, agencies, other governmental entities, the media, participants, grantees, interest groups, and members of the public. Developing and maintaining these relationships is a high priority.

The Program Manager:

* Supports staff in developing and maintaining partner relationships.
* Conducts presentations and briefings for the Coastal Commission and other entities and groups.
* Coordinates with aligned groups as needed such as Specialty Plate organizations and Voluntary Contribution Funds.
* Plans, writes, edits, and directs preparation of informational materials relating to the programs, including the PE Annual Report to the Coastal Commission and the Annual Report to the Legislature.
* Serving as a CCC spokesperson in media interviews.
* Oversee staff participation in environmental fairs and events throughout the State.

## 5% Environmental Justice and Equity

## The PE Program works to advance justice and equity through the Unit’s strategies for public outreach, communications, the equity work of the Whale Tail Grants Program, and through collecting and analyzing data to monitor progress and inform decision-making.

## In addition, the Program Manager participates in tasks, trainings, outreach and other activities that support implementation of the agency's Justice, Equity, Diversity and Inclusion (JEDI) plan, which aims to create an inclusive workplace that allows staff from diverse backgrounds to thrive and improves agency outreach and public engagement. This may include attending quarterly JEDI calls, sitting on interview panels, contributing to, or attending staff trainings on JEDI issues such as on implicit bias, presenting at outreach events, and providing input on hiring practices.

**5% - Marginal Functions**

* Other special duties and projects as assigned by executive management.

## SUPERVISION EXERCISED OVER OTHERS

The PE Program Manager supervises seven staff who work on a range of education and stewardship programs, as well interns, and volunteers, and consultants.

## KNOWLEDGE, SKILLS & ABILITIES

**Knowledge of:**

* + Current environmental issues affecting the California coast
  + Environmental education principles, concepts, trends, and effective strategies
  + Principles and techniques for planning, motivating, and organizing the work of others
  + Personnel management and administration
  + Budgeting, accounting, and financial management
  + Effective communication, marketing and public relations practices
  + Modern office methods, technology and procedures
  + The objectives of the State's Affirmative Action Program
  + A supervisor's role in the Affirmative Action Program and the processes available to meet affirmative action objectives

**Ability to:**

* + Plan and implement public education, outreach, and stewardship programs
  + Provide leadership in accomplishing program functions and objectives
  + Plan, organize and supervise the work of a professional staff
  + Inspire confidence and effective working relationships with employees, as well as managers and leaders in the public and private sector
  + Work well with diverse personalities
  + Train staff and motivate subordinates to accomplish organizational goals
  + Think strategically, analyze situations accurately, and take effective action
  + Effectively and convincingly communicate complex matters to individuals and groups in written and verbal forms. Communicate in a way that is clear and understandable and adapted to the needs of the audience
  + Communicate effectively and convincingly to the media
  + Collect, analyze, evaluate, and produce written, graphic and verbal data
  + Review and edit complete and comprehensive reports and other written materials
  + Establish and maintain effective and cooperative relations with those contacted in the course of work
  + Exercise common sense and good judgment
  + Be resourceful, creative, adaptable, and resilient in responding to challenges and opportunities
  + Apply conflict resolution and facilitation techniques
  + Effectively contribute to the Commission's Affirmative Action objectives

## CONSEQUENCE OF ERROR/RESPONSIBILITY FOR DECISIONS

The decisions, recommendations, and oversight functions of the Public Education Program Manager have significant implications (including legal, contractual, and operational implications) for the Coastal Commission, both in the short and long term. The Public Education Program Manager must exercise extremely good judgment, work well with employees being supervised, and provide good overall direction and leadership. Poor supervision and/or working relationships, both internally and externally, can lead to lower staff morale and ineffective external coordination and contact. Poor judgment and lack of diligence can undermine program effectiveness and have legal and financial implications for the Commission.

## PUBLIC AND INTERNAL CONTACTS

Extensive contact with the Executive Staff, Legislative staff, the Public Information Officer, Environmental Justice Unit staff, Fiscal and Business Services staff, Accounting staff, Technical Services Unit staff, District Office staff, Tides Center staff, California State Parks Foundation staff, other partner organizations, and the public.

## PHYSICAL AND MENTAL REQUIREMENTS

* Able to lift up to 15 pounds.
* Able to use a computer several hours a day.
* Able to make site visits, inspections and attend meetings. (Required to maintain a valid Defensive Driver’s Training card if operation of a State vehicle is needed to perform work.)
* Able to effectively manage stress associated with multiple projects and assignments under time constraints.

## WORK ENVIRONMENT

* Prolonged periods of sitting.
* Works in an open-space, climate-controlled office environment, Monday through Friday and/or from home, as provided for in individual staff telework plans.
* Occasional overnight travel.

I certify that this duty statement represents an accurate description of the essential functions of this position.

DATE

I have read this duty statement and agree that it represents the duties I am assigned.

DATE