



MAUI OCEAN CENTER

THE AQUARIUM OF HAWAII

JOB DESCRIPTION: EDUCATION DIRECTOR

Job Title: Education Director

Department: Education

Reports To: General Manager

Status: Salaried, Full time, Exempt

Date: January, 2019

CHARACTER OF THE POSITION

(Nature, scope and organizational relationships)

The Education Director is responsible for creating the department's applicable long-range goals for Maui Ocean Center, as well as developing interpretive plans for new exhibits and overseeing staff. The Director analyzes animal information programs and curriculum materials for appropriateness and quality. He or she interacts on a regular basis with co-workers, colleagues in the field, stakeholders and the general community, staying aware of needs, trends, and current issues affecting visitation, Hawai'i's marine life, local and international conservation efforts and educational trends as they fit into the mission and vision statements of MOC. As head of the department, the director is ultimately responsible for developing programs and materials that are relevant, educational, and fun, achieving a consistently high level of guest satisfaction.

MAJOR DUTIES & RESPONSIBILITIES

(Statements that reflect measurable results)

Average
Percent
of Time
50%

Directs the day to day operations of all Education Department areas within MOC. Works collaboratively with MOC General Manager to achieve the goals of the organization. Communicate effectively both orally and in writing to provide clear direction to staff. Observes performance and encourages improvement. Ensures that the non-living exhibit aspects (including interpretive signage, lighting, music, theming and decoration) are developed, produced and well maintained in to order to enhance the visitor experience. Ensures these exhibit aspects and public areas (e.g. behind the scenes tours) are updated and meet safety requirements as needed with assistance from the Operations staff. Oversees the creation and coordination of all educational programs developed in conjunction with promotions held in the park/institute each month including but not limited to; Sea Talk , Sleep with the Sharks, Story Time, Explore Stations, Behind the Scenes Tours etc.

20%

Works with the marketing department on program publicity, the development of all printed and online education materials, including brochures, guides, worksheets, and flyers. Responsible for a portion of the yearly DLNR Special Activities Permit

| | |
|-----|---|
| | renewal request. Writes and/or provides educational content, review and direction for articles, interviews, and social media as requested by Sales and Marketing Departments, reviewing ads and newsletters as necessary. Oversees the training, education and motivation of all employees involved in visitor contact roles in all departments. |
| 20% | Administration of all department files, including training records. Maintains statistical records of department productivity. Responsible for maintaining all the personnel administrative records, including; submitting timely and correct payroll, vacation requests, performance reviews, coach & counsels and corrective action. Provides monthly, quarterly, and year-end reports to the General Manager. Develops and controls the department budgets in conjunction with the General Manager and Financial Controller. Researches and writes capital requests for the Education department. |
| 10% | Oversees the interviewing, hiring and training of new team members, interns and volunteers. Ensures all staff are regularly updated and trained on issues relating to MOC programs, exhibits and displays and Hawaii's marine environment. Presents talks, workshops and seminars if requested. |

ORGANIZATIONAL RELATIONSHIPS

(Positions directly reporting to this position)

Head Naturalist

SUPPORTIVE FUNCTIONS

In addition to performance of the major duties and responsibilities, this position may be required to perform a combination of the following supportive functions, with the percentage of time performing each function to be solely determined by management based upon the particular requirements of the organization.

- Supports the General Manager in carrying out the functions and goals of the organizations.
- Assists GM with additional projects and program development as needed.
- Represents MOC to the public, members, and other stakeholders at community events, exhibit openings and other events.
- Develops and implements program evaluation tools to measure and interpret outcomes, program goals and objectives.
- Attends staff meetings and other internal and external meetings as assigned, participates on committees as needed.
- Coordinates responses to community inquiries regarding marine biology questions via e-mail and phone. Also responds to applicable visitor comments and concerns.
- Deepens participation of visitors by producing dynamic public programs related to MOC programs & exhibits, and/or focused on the aquarium target audiences.

- Oversees the development and creation of internal and external temporary displays, activities and educational booths for events such as community festivals.
- Acts as media spokesperson when directed by the General Manager and or Directors of Sales or Marketing.
- Acts as Marine Naturalist as required (for example, to VIP groups, site inspections, cruise ship greeter, and staff absences)
- Builds and maintains mutually beneficial relationships with other like-minded organizations at the local, state and federal levels including governmental and both profit and non-profit entities as well as the local education community. (e.g. participation in Seafood Watch program)
- Acts as Manager on Duty as required.
- Provides advice to other departments on marine issues and the marine environment.
- Other duties as assigned.

PHYSICAL REQUIREMENTS

Frequency Key: Rare – up to 1 hour; Occasional – 1-3 hours; Frequent – 3-6 hours; Constant – 6-8 hours

The frequency of physical activity is as follows:

- Constant – Sitting, near vision, far vision, hearing, and talking.
- Frequent –walking, crouching/bending/stooping, reaching, grasping, and pushing/pulling, climbing stairs, lifting/carrying up to 50 lbs.
- Occasional – Standing, travel

MINIMUM QUALIFICATIONS

- An undergraduate degree in marine biology, environmental science, education or related field. Relevant work experience may be considered against this requirement on a case by case basis.
- A minimum of five (5) years previous full-time work experience in the areas of eco-tourism, education, environmental science or related fields, preferably in mid to upper management or at director level.
- Knowledge of Hawaii's marine ecosystem; experience in eco-tourism, preferably in Hawai'i a plus.
- Excellent time management, organizational and problem-solving skills multi-tasking; ability to meet deadlines. Detail oriented.
- Highly developed interpersonal skills including verbal and written communication. Ability to work independently and as part of a team.

- Demonstrated ability to provide hands-on management and leadership to staff and volunteers.
- Experience in developing and managing a departmental budget.
- Ability to read, write and comprehend the English language.
- Adhere to MOC Ethics and Conflict of Interest policies as well as other policies as laid forth in the employee handbook.
- Must provide full time availability including evenings, weekends, holidays and evening functions.
- Ability to work outdoors in all weather conditions including; wind, rain and full sun.
- Comfortable working around children and large crowds.
- Proven experience in supervisory, budget and project management.
- Knowledge of contemporary educational methods and philosophies, especially for informal learning environments
- Strong planning, demonstrated ability to see the larger organizational picture.
- Maintains a professional appearance in adherence with dress codes and grooming guidelines.

I HAVE READ AND UNDERSTAND THE POSITION DESCRIPTION INFORMATION AND HEREBY STATE THAT I CAN PERFORM THE ESSENTIAL FUNCTIONS OF THE JOB.

PRINT NAME

SIGNATURE

DATE