

**CORNELL COOPERATIVE EXTENSION ASSOCIATION OF ROCKLAND COUNTY  
STAFF POSITION DESCRIPTION**

**Current Incumbent, if any:** Open

**Date Written/Revised:** 02/08/2018

**CCE Classification Job Title:** Association Resource Educator

**Position #:**

**Working Title (if different):** Community Horticulture Resource Educator

**FTE:** 1.0

**Reason:**  New Position  Revision

**FLSA:**  Exempt  Non-Exempt

**REPORTING RELATIONSHIP(S):**

**Immediate Supervisor's Name and Classification Job Title:** Maire Ullrich, Association Issue Leader – Agriculture

**Position(s) Supervised / Direct Reports:** Association Program Coordinator

**Volunteer Oversight:**  No  Yes

100

**POSITION SUMMARY:**

The Community Horticulture Resource Educator develops and delivers an education program focused on community horticulture, recycling/composting, school garden network, and invasive species management. Also includes the planning, management, and operations of the Master Gardener Volunteer Program, which involves volunteer recruitment, training and oversight. The Community Horticulture Resource Educator will analyze and identify educational needs and provide development, delivery, evaluation, direction, management and coordination of educational efforts. The Community Horticulture Resource Educator will oversee the Horticulture Diagnostic Lab and volunteers.

**REQUIRED QUALIFICATIONS:**

- Master's Degree with experience relevant to the role of the position.
- Ability and Knowledge in the science of horticulture.
- Experience working with the public and management of volunteers.
- Ability to identify and develop volunteer leadership.
- Strong networking and conflict resolution skills.
- Ability to utilize computer technology to author reports and proposals, communicate internally and externally, prepare visuals, assess information and learn and teach.
- Ability to meet travel requirements associated with this position.
- Ability to meet acceptable background check standards.
- Ability to meet motor vehicle standards.
- Ability to relate effectively to co-workers, volunteers, advisors, community and professional leaders, and clientele groups.
- Strong interpersonal skills with proven ability to work effectively with advisory boards and committees, community and funding partners.
- Ability to participate effectively in professional team efforts.
- Ability and willingness to work with diverse audiences and maintain cultural sensitivity.
- Ability to communicate effectively through verbal, written and visual channels using traditional methods and educational tools, as well as electronic technology (e.g. video, audio, computers, etc.).
- Ability to work flexible hours, which may include evenings and/or weekends, as appropriate.

**PREFERRED QUALIFICATIONS:**

- Marketing expertise.
- Experience with Cooperative Extension or other similar educational organizations.

**SUBJECT MATTER/BACKGROUND:**

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Agriculture and Food Systems   | <input type="checkbox"/> General Administration | <input type="checkbox"/> Farm           |
| <input type="checkbox"/> Nutrition, Food Safety & Security and Obesity Prevention                            | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Grant/Contract |
| <input checked="" type="checkbox"/> Environment and Natural Resources, Sustainable Energy and Climate Change | <input type="checkbox"/> Finance                | <input type="checkbox"/> Communication  |
| <input checked="" type="checkbox"/> Community and Economic Vitality  | <input type="checkbox"/> Human Resources        | <input type="checkbox"/> Other          |
| <input type="checkbox"/> 4-H Youth Development and Children, Youth and Families                              | <input type="checkbox"/> Facility               |   |

All candidates must apply on-line at the link listed. Deadline for applying is April 5, 2018 or until the position is filled. Starting salary is \$57,416.00 annually. Apply online at:

[https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/New-York-State-Other/Community-Horticulture-Resource-Educator---Middletown--NY\\_WDR-00014069-1](https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/New-York-State-Other/Community-Horticulture-Resource-Educator---Middletown--NY_WDR-00014069-1)

---

**RESPONSIBILITIES/ESSENTIAL FUNCTIONS:****Program Responsibilities:**

<b>Program Assessment</b>	<b>15%</b>
<ul style="list-style-type: none"><li>Analyze community education needs related to community horticulture, recycling, composting, school garden network, and invasive species.</li><li>Interact with University faculty and staff to obtain guidance on program assessment.</li><li>Develop and implement needs surveys at workshops/events; survey stakeholders at farmer's markets and work with local horticulture professionals and the public to identify and assess programmatic needs.</li></ul>	
<b>Program Development</b>	<b>25%</b>
<ul style="list-style-type: none"><li>Develop workshops, trainings and seminars for stakeholders.</li><li>Develop educational resources within topic area of responsibility.</li><li>Develop educational materials for posting on the web site.</li><li>Develop appropriate teaching methods for audiences.</li><li>Develop presentations, displays and educational content for community outreach, including trainings, workshops, community events, and conferences.</li><li>Participate in regional groups developing community horticulture education.</li><li>Structure programs to meet the needs of diverse program participants.</li><li>Interact with University faculty and staff to develop accurate, science-based information for delivery.</li><li>Develop programming to meet changing local issues. Develop educational approaches that will improve outcomes based on assessment and evaluation results.</li><li>Meet deadlines for program development.</li></ul>	
<b>Program Delivery</b>	<b>20%</b>
<ul style="list-style-type: none"><li>Deliver educational presentations, trainings, workshops and field demonstrations related to community horticulture, composting, and invasive species.</li><li>Function as a subject matter expert to the Master Gardener Volunteers, staff and clientele.</li><li>Answer questions and provide resources.</li><li>Utilize subject matter expertise to answer horticulture mail and email inquiries.</li><li>Work with institutions and municipalities to encourage composting.</li><li>Function as a resource with subject matter expertise to diagnose plant, insect and horticulture related samples submitted by clients.</li><li>Provide county residents with research-based knowledge, technical assistance, and methods to foster their decision-making process through interdisciplinary and/or multi-association efforts utilizing a variety of teaching techniques.</li><li>Deliver education via social media such as Facebook, Twitter and website postings.</li><li>Deliver education through media outlets, such as radio, newspaper and magazine publications.</li><li>Deliver education at community events, public meetings, conferences as needed.</li><li>Provide articles with subject matter information for specific programs to assist in Association reports.</li><li>Represent CCEOC before the public, community leaders, Cornell or other land grant universities as part of program delivery.</li></ul>	
<b>Program Evaluation</b>	<b>10%</b>
<ul style="list-style-type: none"><li>Apply subject matter knowledge for evaluation of community horticulture educational programs.</li><li>Create a program evaluation framework and design evaluation instruments.</li><li>Interact with University faculty to obtain guidance on the evaluation framework and evaluation instruments.</li><li>Interact with program participants, program advisory committees, Cornell program specialists and faculty and county and community leaders to obtain their evaluation of programs.</li><li>Communicate evaluation results and findings.</li><li>Make recommendations for strengthening and improving programs to meet changing local needs.</li></ul>	

## **Administrative Responsibilities:**

<b>Direction</b>	<b>10%</b>
------------------	------------

- Participate as a team member in annual education and outreach planning for Association.
- Plan the structure of the delivery of educational programs; adjust program plans and schedules throughout the year to meet emerging and urgent needs.
- Develop event communication strategies such as social media campaigns and print and online mailings to notify stakeholders and invitees.
- Develop schedules to plan program delivery.
- Under the guidance of the Supervisor, strategically plan a community horticulture program delivery system that addresses community and individual needs, taking into consideration the diversity of the community.
- Identify short and long-term program objectives.
- Develop program actions for meeting objectives.

<b>Management</b>	<b>10%</b>
-------------------	------------

- Provide program management for Master Gardener Volunteers via recruitment, training, oversight and performance evaluation.
- Assist Supervisor to oversee community horticulture funds as it relates to program development.
- Provide management of Horticulture Diagnostic Lab and the Master Gardeners volunteering there.
- Provide management and supervision of Horticulture Program Coordinator.
- Solve problems and conflicts that arise within the guidelines of CCEOC policies and with supervisor assistance as appropriate.

<b>Coordination/Operation</b>	<b>5%</b>
-------------------------------	-----------

- Coordinate the delivery of community horticulture programming as assigned.
- Implement quarterly and annual program implementation schedules.
- Schedule and participate in stakeholder working group meetings.
- Track schedule implementation and adjust schedule as needed.
- Maintain statistics of Master Gardeners' Volunteer Hour Reports for statewide reporting.
- Coordinate the Horticulture Diagnostic Lab and Hotline;
- Keep records, monitor supplies, keep references up-to-date, and perform pH soil tests when no Master Gardener volunteers available.
- Maintain Horticulture Diagnostic Lab files ensuring fact sheets; bulletins, etc. are up-to-date and current.
- Review and update annually, the Horticulture Diagnostic Lab Procedure Guide.
- Organize and manage educational materials using established procedures. Maintain organized, appropriately named/labeled and updated databases and accurate records in shared server and workspaces.
- Implement marketing/education and outreach for programs and the presence at various farmer's markets throughout the county.

<b>Professional Improvement</b>	<b>5%</b>
---------------------------------	-----------

- In cooperation with Executive Director, jointly develop and pursue a professional development plan as a means to increase competencies relative to position accountabilities and to address changes and Association priorities.
- Collaborate in activities that are in general support of Cornell Cooperative Extension and perform other duties as assigned.

**Health and Safety**Applies to all duties  
and functions

- Support the Association to maintain a safe working environment.
- Be familiar with and strive to follow any applicable federal, state, local regulations, Association health and safety policy/procedure/requirement and standard.
- Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.

**EEO/EPO and Policy**Applies to all duties  
and functions

- Appreciate and embrace diversity in all interactions with clientele, staff, volunteers and the public.
- Assist the Cornell Cooperative Extension system in reaching out to diverse audiences.
- Aware of, and adheres to, established Cornell Cooperative Extension Association of Orange County policies, procedures and Cornell Cooperative Extension Skills for Success.
- Contribute to the overall success of the organization by performing all assigned duties in a professional, timely and accurate manner.

CCE Admin HR approved 3-7-18.

**Equal Opportunity Employment**

***Cornell Cooperative Extension is an employer and educator recognized for valuing AA/EEO,  
Protected Veterans, and Individuals with Disabilities.***

*Position Description Template Revised July, 2016*

**For each factor below, choose the phrase that best fits the characteristics of this position:**

**SCOPE OF IMPACT OF THE POSITION:**

Substantial - beyond Association

**INTERACTION WITHIN ASSOCIATION:**

Provide guidance/coordinate activities/contribute to work groups

**INTERACTION WITH VOLUNTEERS:**

Direct volunteer activities

**INTERACTION OUTSIDE ASSOCIATION:**

Conduct complex business; provide/receive/analyze/develop guidance and advice

**COMPLEXITY OF SUPERVISION TO EMPLOYEES:**

Moderate - Supervises, assigns and reviews work of others

**COMPLEXITY OF WORK:**

High - Often develops practice, assists/influences decisions, recommends policy changes to resolve difficult cases and addresses emerging organizational change

**LEVEL OF DECISION-MAKING ACTIVITY:**

Moderate - Within multiple functional areas

**SUPERVISION RECEIVED:**

Low/limited - Little guidance; considerable latitude for exercising judgment and self-direction

**SUPPORT SKILLS-WRITING**

Moderate/High - Frequently writes non-standard responses

**SUPPORT SKILLS-COMPUTER**

Moderate - Uses a variety of basic and advanced business/technical programs/applications to perform responsibilities involving data management and analysis

**WORKING CONDITIONS:**

**ESSENTIAL PHYSICAL  
REQUIREMENTS\*:**

Typically lifts 10 to 20 lbs

**VISUAL:**

Normal concentration

**HAZARDS:**

Limited exposure

\* Check applicable level after considering reasonable accommodations

**OPTIONAL:**

**SIGNATURES**

\_\_\_\_\_  
EMPLOYEE SIGNATURE

\_\_\_\_\_  
DATE

\_\_\_\_\_  
SUPERVISOR SIGNATURE

\_\_\_\_\_  
DATE



Cornell University  
Cooperative Extension

## Skills

## Examples of Demonstrated Behavior

### Health and Safety

- Support the association to maintain a safe working environment.
- Be familiar and strive to follow any applicable federal, state, local regulations, association health and safety policies, procedures, requirements or standards.
- Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.

### Job Skills

- Demonstrates competence in tools, equipment, software and technologies to effectively complete assignments and job tasks.
- Maintains professional certifications, licensing and education in functional expertise and effectively applies knowledge.
- Understands, interprets and applies regulations, policies and contracts to deliver effective results.
- Uses good judgment, information and observations to evaluate and recommend actions to support decisions and deliverables.

### Inclusiveness

- Demonstrates the ability to communicate across difference to create a collaborative, collegial, and caring community.
- Increases cooperation, honesty, openness and a welcoming environment for all and speaks up when others are being excluded or treated inappropriately.
- Supports/increases participation of key and diverse employees in career/professional development opportunities and in campus/community involvement.
- Actively supports work/life integration in the workplace.
- Recruits, hires and engages high performing diverse employees.

### Adaptability

- Anticipates and adapts to changing priorities and additional demands.
- Is flexible, open and receptive to new information, ideas and approaches which enhance Cornell's capacity to thrive in the future.
- Embraces, promotes and implements change.
- Modifies one's preferred way of doing things when it benefits the whole focusing on long-term vision rather than short-term gains.

### Self-Development

- Is self-aware; seeks and acts upon performance feedback.
- Seeks and acts on opportunities for development; takes measures to ensure personal well-being and balance.
- Works to continuously learn and improve.
- Applies learning to evolving assignments.

### Communication

- Expresses thoughts clearly, both orally and in writing.
- Demonstrates effective listening skills; seeks to understand and be understood.
- Asks questions and shares knowledge and information to help others clearly understand processes and desired results.
- Gives, receives and acts upon helpful and timely feedback.

### Teamwork

- Shows respect, compassion and empathy for others, even in difficult situations, building an environment of trust.
- Works effectively and cooperatively with others, willingly admitting mistakes and offering apologies.
- Acknowledges the support and contributions of others, involving them as appropriate when outcomes will impact their work.
- Has a positive attitude and understands how behaviors impact others.

### Service-Minded

- Is diplomatic, courteous and welcoming, striving to satisfy external and internal customers.
- Supports ideas, solutions and changes to processes to ensure high quality outcomes.
- Reaches out in a timely and responsive manner to resolve problems and conflicts.
- Negotiates well, finding and orchestrating win-win solutions.

### Stewardship

- Strives to develop and implement best practices; encourages others to adopt a culture of sustainability and efficiency.
- Demonstrates high standards of personal conduct and owns the consequences of one's own actions.
- Exercises sound and ethical judgment no matter how difficult or contrary; considers environmental, economic, compliance and social impacts in decision-making.
- Shows commitment to unit and Association goals and delivers results.

### Innovation

- Looks for advancements in products, processes, services, technologies or ideas.
- Identifies opportunities in challenges and shows initiative to make changes.
- Demonstrates innovative, creative and informed risk taking.
- Shows foresight and imagination to see possibilities, opportunities and trends.