

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

**Current Incumbent, if any:**

**Date Written/Revised:** 01/23/2019

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

**Position #:**

**Working Title (if different):** ESNY Resource Educator

**FTE:** 1.0

**Reason:**  New Position  Revision

**FLSA:**  Exempt  Non-Exempt

**REPORTING RELATIONSHIP(S):**

**Immediate Supervisor's Name and Classification Job Title:** Shayna Russo, Association Issue Leader/Project Manager - ESNY

**Position(s) Supervised / Direct Reports:** None

**Volunteer Oversight:**  No  Yes

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**POSITION SUMMARY:**

The Eat Smart New York (ESNY) Resource Educator position primarily provides strategic and innovative program development, implementation, planning, and coordination of public education to improve healthy food and lifestyle choices among low-income families and individuals encompassing all age groups throughout the Hudson Valley region. As part of the Federal SNAP-Ed Regional Program, this position will work closely with program leads in CCE Orange, and is an integral player in program design and development, assessment, evaluation, management. This position also leads the county development and implementation of social marketing and environmental change initiatives in collaboration with other nutritionists of the SNAP-Ed program in the Hudson Valley region. This position receives programmatic leadership and coordination by the SNAP-Ed Project Manager based in Orange County. This position is employed by CCE Orange County, but will be housed in CCE Dutchess County.

**REQUIRED QUALIFICATIONS:**

- Master's degree in Nutrition, Health Education or Public Health.
- Experience relevant to the role of the position.
- Ability to meet acceptable background check standards.
- Ability to plan and present effective and relevant educational lessons to target low-income audiences of all ages.
- Ability and willingness to work with diverse audiences, environments and settings while maintaining cultural sensitivity.
- Ability to work independently, and also work effectively as a professional team member within the regional program.
- Able to budget for purchase and perform preparation of foods for demonstration utilizing business expense accounts and pragmatic use of resources.
- Must be able to review and follow recipes, and assure compliance to federal and state guidelines.
- Ability to transport supplies and equipment, climb stairs with or without reasonable accommodation.
- Ability to work flexible hours, which may include evenings, weekends, and occasional overnight travel.
- Ability to meet the travel requirements of the position.

- Proficiency in the use of modern electronic technology (e.g., video, audio, computers, texting, Microsoft Office Programs, etc.)
- Must be able to communicate effectively both verbally and in writing.
- Bilingual in Spanish; read, write and speak.

**PREFERRED QUALIFICATIONS:**

- Experience with Cooperative Extension or other similar educational organizations.

**SUBJECT MATTER/BACKGROUND:**

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|---|---|---|
| <input type="checkbox"/> Agriculture and Food Systems   | <input type="checkbox"/> General Administration | <input type="checkbox"/> Farm           |
| <input checked="" type="checkbox"/> Nutrition, Food Safety & Security and Obesity Prevention      | <input type="checkbox"/> Information Technology | <input type="checkbox"/> Grant/Contract |
| <input type="checkbox"/> Environment and Natural Resources, Sustainable Energy and Climate Change | <input type="checkbox"/> Finance                | <input type="checkbox"/> Communication  |
| <input 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               |   |

**THIS IS A FULLTIME, EXEMPT POSITON, BENEFITS ELIGIBLE, 40 HOURS PER WEEK.  
 EMPLOYEE WILL BE EMPLOYED BY CCE ORANGE COUNTY BUT HOUSED IN DUTCHESS COUNTY.  
 ALL CANDIDATES MUST APPLY ONLINE AT [https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/New-York-State-Other/ESNY-Resource-Educator---Middletown--NY\\_WDR-00017732](https://cornell.wd1.myworkdayjobs.com/en-US/CCECareerPage/job/New-York-State-Other/ESNY-Resource-Educator---Middletown--NY_WDR-00017732)**

**DEADLINE FOR APPLYING IS FEB. 14, 2019. DATES MAY CHANGE DEPENDING ON ASSOCIATION NEEDS.**

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

<b>Program Assessment</b>	<b>15%</b>
<ul style="list-style-type: none"><li>• Develop methodology to assess the SNAP-ED Nutrition Program and ensure that program needs and strategic needs of the Association and the Grantor are being satisfied.</li><li>• Ensure program assessment is aligned with the statewide Plan of Work and the Association Plan of Work along with Grantor requirements.</li><li>• Develop program needs assessment.</li><li>• Use subject matter knowledge to conduct youth, adult, Cornell faculty, and community-based needs assessment.</li><li>• Identify program gaps and emerging needs and make recommendations to programmatic offerings, enhancements and/or improvements.</li></ul>	
<b>Program Development</b>	<b>20%</b>
<ul style="list-style-type: none"><li>• Develop educational strategies applying subject matter knowledge to meet identified needs and diverse interests of participants and volunteers.</li><li>• Develop educational programs, materials and activities to meet identified needs and to carry out program priorities and goals.</li><li>• Research, identify, and select appropriate educational and community resources and identify additional resources required for initiatives within SNAP-Ed Nutrition Program.</li><li>• Select, adapt and utilize curricula from approved CCE sources or apply in-depth knowledge to create curricula as needed.</li><li>• Structure programs to meet the need of diverse program participants and meet changing local and/or regional issues.</li><li>• Make programmatic changes based on program evaluation outcomes.</li><li>• Create innovative educational programs to meet changing local needs.</li><li>• Ensure program development is within the scope of the statewide, Association Plan of Work and Grantor requirements.</li><li>• Maintain linkages with Cornell faculty and other subject matter specialists for guidance in program development.</li></ul>	
<b>Program Delivery</b>	<b>20%</b>
<ul style="list-style-type: none"><li>• Conduct creative educational programs, based on the use of regionally-selected, approved materials, to impact audiences through a variety of delivery methods.</li><li>• Deliver program/lessons to target audiences at appropriate locations, requiring the transportation of program materials and oneself to the locations.</li><li>• Utilize selected program materials and educational framework to implement education of the targeted adult and youth participants, ensuring that required program client numbers are achieved quarterly and annually.</li><li>• As integral team member, deliver adult and youth nutrition education to target audiences as part of the implementation of innovative environmental strategies to realize outcomes.</li><li>• Extend subject matter resource to the staff, program participants and other groups, as they are identified.</li><li>• Implement programs that address audience needs and that consider the diversity of the community.</li><li>• Serve as subject-matter expert to the staff, clientele and other groups, as they are identified.</li><li>• Inform participants of other Extension programs, community agencies, and services about the program and its impact.</li><li>• Represent CCE to the public, community leaders, government officials and Cornell University in a professional matter. Represent the ESNY Nutrition Program and Association at community functions and meetings or as requested.</li><li>• Represent the ESNY Nutrition Program and Association at community functions and meetings or as requested as part of program delivery.</li><li>• Utilize a variety of educational methods which may include direct teaching, group experiences, media, newsletters, electronic technology, internet, and distance learning to deliver program.</li><li>•</li></ul>	

<b>Program Evaluation</b>	<b>10%</b>
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- Develop program evaluation framework and tools based on subject matter knowledge.
- Apply subject matter knowledge to evaluate educational program.
- Interact with program participants, Association staff, program committees, county/community leaders and other key stakeholders to collect evaluation data for strengthening improving programs.
- Analyze and evaluate collected program evaluation data and communicate results and findings.
- Communicate evaluation results and findings.
- Ensure program evaluation is within scope of the statewide, Association Plan of Work and Grantor requirements.

<b>Applied Research</b>	<b>10%</b>
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- Communicate social and economic changes to the Cornell University and Grant specialists that may be studied and/or acted upon.
- Assist in conducting applied research in conjunction with Land Grant University Faculty as outlined in CCE program definition and standards.
- Assist in the collaboration with Cornell faculty to design and create applied research collection framework within the scope of the Grant requirements.

**Administrative Responsibilities:**

<b>Direction</b>	<b>10%</b>
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- Utilize existing program materials and educational framework to plan the recruitment and teaching of the targeted number of adult and youth participants in the Nutrition Program.
- Plan the delivery of short and long-range educational programs within the Nutrition education subject area based upon the regional SNAP-Ed plan of work.
- Provide input to the Project Manager/Issue Leader in the planning of department budget.
- Provide complex administrative tasks to support the planning of educational programs by interpreting Association and Cornell program direction.
- Plan the implementation of programs that address audience needs and that consider the diversity of the community.
- Provide leadership to total regional CCE program effort through joint planning of multi-disciplinary programs and association activities.
- Play a county-level leadership role for the development of regional environmental strategies.
- Play an integral role in the strategic development of marketing materials for educational events and assist in mass media efforts related to program.
- Provide leadership in the development of public awareness initiatives in the form of impact statements, articles for progress/annual reports or news releases.

<b>Management</b>	<b>5%</b>
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- Recruit and support the involvement and evaluation of volunteers as needed to help implement the programs.
- Assist CCE Orange supervisor in the identification of proposals to secure additional program funding.
- Monitor income/expenses to ensure spending within budget.
- Guide the marketing and promotion of the ESNY Nutrition Program through public relation initiatives and networking/collaborating with government, economic, educational and other organizations.
- Assist CCE Orange supervisor in administrative and program management activities, as assigned.

<b>Coordination/Operation</b>	<b>5%</b>
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- Provide administrative support for program design and for the implementation of the assessment, development, delivery, research and evaluation of established educational program goals.
- Maintain and prepare teaching materials necessary for SNAP-Ed Nutrition programs applying existing subject matter knowledge.
- Assist in coordinating the program implementation, planning and activities efforts.
- Recruit the targeted adult and youth participants, ensuring that required program client numbers are achieved quarterly and annually.
- Collect evaluation and program needs assessment data from program participants based on existing framework.

- Submit appropriate grant or other funding proposals, including financial documentation that may be required.
- Complete reports on a timely basis.
- Maintain communication with constituents and the community through a variety of methods such as newsletters, e-mails, electronic technology, internet, social media, website postings and content.
- Provide information as requested to assist with preparation of reports, impact statements, and success stories on program progress and accomplishments for funders, committees, Board and others as necessary.
- Follow CCE office procedures/policies for communication, documentation, work requests, and schedule/calendar availability to best allow for support staff and program colleagues interaction.
- Maintain maximum confidentiality of information regarding all program participants.
- Maintain record of class participants, complete reports, and accurately collect and prepare paperwork as required for the program evaluation process.
- Complete necessary written documentation as required by programs and funders.
- Assist CCE Orange supervisor in the preparation of proposals to secure additional program funding.
- Perform data collection as required by the program.

<b>Professional Improvement</b>	<b>5%</b>
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- In cooperation with Supervisor and/or 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.
- Carry out assignments and other duties as assigned by supervisor, including but not limited to local health fairs, community activities, etc. Collaborate in activities that are in general support of Cornell Cooperative Extension including but not limited to attendance at staff meetings, timely reporting of expenses, working with other staff, general marketing of Cooperative Extension programs and other duties as assigned.

<b>Health and Safety</b>	Applied to all duties and functions.
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- 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.

<b>EEO/EPO and Policy</b>	Applied to all duties and functions.
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- 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.

Ext. Admin approved 11/29/2016

### **Equal Opportunity Employment**

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

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

**SCOPE OF IMPACT OF THE POSITION:**

Moderate - beyond the program

**INTERACTION WITHIN ASSOCIATION:**

Provide guidance/coordinate activities/contribute to work groups

**INTERACTION WITH VOLUNTEERS:**

Provide guidance on complex issues

**INTERACTION OUTSIDE ASSOCIATION:**

Develop/make presentations and negotiate

**COMPLEXITY OF SUPERVISION TO EMPLOYEES:**

Limited - Occasional guidance to co-workers

**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**

High/Substantial - Frequently writes extensive, non-standard responses based on specialized knowledge interpretation of data and/or research

**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**

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EMPLOYEE SIGNATURE

\_\_\_\_\_  
DATE

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

\_\_\_\_\_  
DATE

\_\_\_\_\_  
ASSOCIATION EXECUTIVE DIRECTOR SIGNATURE

\_\_\_\_\_  
DATE



## Skills for Success

(The following skills are essential for individual and organizational success.)

Skills	Examples of Demonstrated Behavior
<b>Health and Safety</b>	<ul style="list-style-type: none"><li>Support the association to maintain a safe working environment.</li><li>Be familiar and strive to follow any applicable federal, state, local regulations, association health and safety policies, procedures, requirements or standards.</li><li>Act proactively to prevent accidents/injuries and communicate hazards to supervisors when identified.</li></ul>
<b>Job Skills</b>	<ul style="list-style-type: none"><li>Demonstrates competence in tools, equipment, software and technologies to effectively complete assignments and job tasks.</li><li>Maintains professional certifications, licensing and education in functional expertise and effectively applies knowledge.</li><li>Understands, interprets and applies regulations, policies and contracts to deliver effective results.</li><li>Uses good judgment, information and observations to evaluate and recommend actions to support decisions and deliverables.</li></ul>
<b>Inclusiveness</b>	<ul style="list-style-type: none"><li>Demonstrates the ability to communicate across difference to create a collaborative, collegial, and caring community.</li><li>Increases cooperation, honesty, openness and a welcoming environment for all and speaks up when others are being excluded or treated inappropriately.</li><li>Supports/increases participation of key and diverse employees in career/professional development opportunities and in campus/community involvement.</li><li>Actively supports work/life integration in the workplace.</li><li>Recruits, hires and engages high performing diverse employees.</li></ul>
<b>Adaptability</b>	<ul style="list-style-type: none"><li>Anticipates and adapts to changing priorities and additional demands.</li><li>Is flexible, open and receptive to new information, ideas and approaches which enhance Cornell's capacity to thrive in the future.</li><li>Embraces, promotes and implements change.</li><li>Modifies one's preferred way of doing things when it benefits the whole focusing on long-term vision rather than short-term gains.</li></ul>
<b>Self-Development</b>	<ul style="list-style-type: none"><li>Is self-aware; seeks and acts upon performance feedback.</li><li>Seeks and acts on opportunities for development; takes measures to ensure personal well-being and balance.</li><li>Works to continuously learn and improve.</li><li>Applies learning to evolving assignments.</li></ul>
<b>Communication</b>	<ul style="list-style-type: none"><li>Expresses thoughts clearly, both orally and in writing.</li><li>Demonstrates effective listening skills; seeks to understand and be understood.</li><li>Asks questions and shares knowledge and information to help others clearly understand processes and desired results.</li><li>Gives, receives and acts upon helpful and timely feedback.</li></ul>
<b>Teamwork</b>	<ul style="list-style-type: none"><li>Shows respect, compassion and empathy for others, even in difficult situations, building an environment of trust.</li><li>Works effectively and cooperatively with others, willingly admitting mistakes and offering apologies.</li><li>Acknowledges the support and contributions of others, involving them as appropriate when outcomes will impact their work.</li><li>Has a positive attitude and understands how behaviors impact others.</li></ul>
<b>Service-Minded</b>	<ul style="list-style-type: none"><li>Is diplomatic, courteous and welcoming, striving to satisfy external and internal customers.</li><li>Supports ideas, solutions and changes to processes to ensure high quality outcomes.</li><li>Reaches out in a timely and responsive manner to resolve problems and conflicts.</li><li>Negotiates well, finding and orchestrating win-win solutions.</li></ul>
<b>Stewardship</b>	<ul style="list-style-type: none"><li>Strives to develop and implement best practices; encourages others to adopt a culture of sustainability and efficiency.</li><li>Demonstrates high standards of personal conduct and owns the consequences of one's own actions.</li><li>Exercises sound and ethical judgment no matter how difficult or contrary; considers environmental, economic, compliance and social impacts in decision-making.</li><li>Shows commitment to unit and Association goals and delivers results.</li></ul>
<b>Innovation</b>	<ul style="list-style-type: none"><li>Looks for advancements in products, processes, services, technologies or ideas.</li><li>Identifies opportunities in challenges and shows initiative to make changes.</li><li>Demonstrates innovative, creative and informed risk taking.</li><li>Shows foresight and imagination to see possibilities, opportunities and trends.</li></ul>