



Program & Outreach Specialist

Organization Background: Brown Girl Surf is a fiscal-sponsored project of Social Good Fund that works to build a more diverse, environmentally reverent, and joyful surf culture by increasing access to surfing, cultivating community, amplifying the voices of girls, women, and gender expansive surfers of Color and taking care of the earth. Since beginning our programs in 2014, we have built a vibrant community of dedicated brown girl surfers and allies. Our presence is felt on Northern California beaches from Half Moon Bay to Bolinas, and the surf culture that we have created locally has been amplified via social media across the country.

BGS has a volunteer cohort comprised of 100% female and gender non-conforming surfers, of which over 95% of us identify as surfers of color. Together, we work on building the capacity in our communities to surf, access the ocean, share surfing with others, and advocate for coastal access and conservation. We offer a variety of beach-based programs for female-identified and gender expansive folks starting at 9 years old, and a youth Summer Camp that focuses on surfing, and fostering a loving, reciprocal relationship with the ocean through hands-on environmental education. Programs in the water are complemented by programs on land, open to the whole community. These include community celebrations, film screenings, environmental cleanups, and civic engagement events around environmental justice and ocean conservation. Since the start of our community programs in 2014, over 600 female-identified and non- binary folks have participated in and/or hosted our programs.

Position Overview: The Program and Outreach Specialist will lead the program team's surf program design and MindBodyOcean curriculum and co-lead Youth Summer Camp with the Environmental Educator.

In conjunction with the Program Director and Program Coordinator, the incumbent will plan, grow, coordinate, manage and implement Brown Girl Surf's educational programs. Additionally, the Program and Outreach Specialist will serve as lead for coaching and training our part-time Surf Program Leads, managing program-related communications with participants, parents and volunteers.

This position will start as a non-exempt full-time position of 30-40 hours/week, paid hourly, with the prospect to transition into a full-time salaried position. The Program & Outreach Specialist position is based in Oakland. Brown Girl Surf is committed to a work culture where we can lead healthy and well-balanced lives, and remain connected to the joy that underlies our mission. We are looking for someone who shares our commitment, work ethic, and personal accountability to our mission, as well as promotes an organizational culture of equity and inclusion and centers justice, equity, diversity, and inclusion in your communication and behavior.

Job Responsibilities: Over time, the Program and Outreach Specialist will take on supporting the management of summer camp program delivery staff and be responsible for youth counselors recruitment, onboarding and training in partnership with BGS Environmental Educator. Essential functions and primary responsibilities include, but are not limited to the following:

Program Delivery and Design:

- Staff lead for all program design and operational planning aspects (including outreach and community engagement) of youth program management and delivery with support of BGS program staff.
- Design and implement program outreach and communications strategy that is in alignment with our strategic plan.
- Responsible for creating and presenting program agendas, training toolkits and resources for youth Counselors in Training and Rising Leaders to use and implement on program and Orientation days.
- Support program specific meetings, staff meetings and in-service trainings, as well as program debriefs to track, measure and evaluate program quality, program goals and implement improvements in consultation with program staff and leadership as needed.
- Revise and continue to update existing MindBodyOcean curriculum in alignment with the BGS program design in collaboration with the BGS Program Director and Program Coordinator.

Program Evaluation:

- Conducts pre and post-evaluations, focus groups, and/or individual interviews to assess the impact of the program and to inform program improvements.
- Maintains data entry on participant and volunteer attendance through Salesforce and generates reports for program and development staff.
- With the support of the Program Coordinator, assesses and improves evaluation tools and metrics annually based on participant feedback.

Volunteer & Community Engagement and Outreach:

- Cultivate and steward relationships with Brown Girl Surf community members, especially the volunteer community, with support from the program team.
- Lead program enrollment and volunteer scheduling in order to meet program needs with the support from BGS Program Coordinator and Program Director.
- Regularly engage with program participants and stakeholders to gain community support and to welcome input for program improvement and enhancement.
- Support volunteer training and volunteer appreciation events with support of the organizational leadership on curriculum content and delivery.
- Coordinate all program-related communications with volunteers, including program-specific logistical emails and notifications.
- Support volunteer programs onboarding, tracking, and ongoing enrichment.

Organizational Leadership:

- Proactively participates in staff meetings and retreats, check-ins with their supervisor, and professional development opportunities.
- Contribute to strategic planning, oversight and development of all programming.
- Understands and is committed to the organization's vision, mission, and values, and communicates that strategic direction to staff, constituents, and partners.
- Assists the Program Director and other program staff as needed.
- Over time, the Program and Outreach Specialist will take on management of seasonal program delivery staff.

Qualifications

Required:

- Bachelor's degree or minimum 3 years of experience in youth-centered curriculum development, volunteer management, and successful stakeholder engagement.
- Possess a valid CA drivers license for the purpose of driving our 12 passenger van transporting gear and participants to/from programs as needed.
- Minimum of two years of experience successfully managing multiple complex outdoor education and leadership programs.
- Excellent networking and outreach skills and ability to clearly present program goals and to work collaboratively with diverse staff
- Experience with facilitation, training and curriculum development, mentorship and/or coaching.
- Expertise and experience in outdoor education with BIPOC communities. (Excellent skills in delivering culturally responsive outdoor/environmental curriculum to serve BIPOC Youth and Adults.
- Ability to inspire volunteers and participants through group presentations and gatherings
- In depth knowledge of barriers facing BIPOC and/or female-identified and gender expansive folks to feel physically, emotionally, and mentally safe, welcome, and included in the outdoors.
- Knowledge of trauma-informed program delivery techniques and practices
- Experience working with youth and knowledge of youth development principles.
- Strong beginner surf instruction and coaching skills, or willingness to learn.
- Knowledge and deep understanding of power and privilege around race, including *within* communities of color.
- Comfort and ability to communicate with parents/caregivers.
- Self-starter with the ability to work independently and as part of a team.
- Ability to multitask, be persistent, and solve problems as they arise.
- Comfort and composure when dealing with adversity and conflict.
- Openness to engaging with and developing a connection to the ocean is critical. Surf experience is NOT necessary, though welcome and helpful.
- Embody BGS 6 core values: Play, Community, Empowerment of girls, women, and gender-expansive POCs, Care for the Earth, Arts and Expression, and Gratitude.
- CPR certification and First Aid **(BGS will cover costs associated to trainings)*
- Proficiency in Salesforce (or ability to learn quickly), Microsoft Office and Google Suite, in addition to general computer literacy and familiarity with webinar hosting, remote work programs, and social media platforms.

Desired Qualifications:

- Language skills in languages identified in BGS community (including but not limited to American Sign Language, Spanish, Mandarin, Cantonese, and Tagalog).
- Experience and training in working with youth and families who have experienced trauma.
- Strong knowledge of safety/logistics in outdoor programming. Knowledge of ocean-based surf programming is ideal.
- Experience in surf and ocean conditions, competent in handling oneself and others safely in rough, cold, exposed beach break; i.e. strong paddling skills, water awareness, comfort surfing and paddling into waves 4ft+.
- Ability to assess the safety of surf conditions for students of varying abilities and make judgment calls around ocean safety.

Compensation and Benefits

- This is a non-exempt full time position of 30-40 hours/week, with benefits (health, dental and vision), and includes weekly paid-overtime during season peaks (i.e., summer camp, etc.), starting at \$30.00/hour.
- Paid Time Off available (federal holidays, sick and vacation accrual).
- Additional Paid Mandatory Rest in August post summer camp for all program staff
- Flexible schedule (swell / tide accommodation) with partial work from home flexibility
- Annual Wellness Stipend (\$500/year) and monthly phone stipend (\$40/month)
- ProDeal and corporate partner discounts available to BGS staff are provided after a 90-day interim period.
- And more!

Expected Work Environment

The Program & Outreach Specialist must be available to work onsite at our office in downtown Oakland for 3 - 4 days/ during our coworking schedule of 9am-5pm each week. This position requires flexibility to work on weekends and occasionally before and after regular business hours.

How to Apply

*Submit a LETTER OF INTEREST and RESUME to jobs@browngirlsrf.com - deadline to apply for first round of interviewing is **Monday, October 10, 2022**, as we intend to have this position overlap and onboard with our current staff who is in this role. Please note, BGS strives to create culture in our own image at the beach and in our work practices. We accept all forms of cover letters or letters of interest so feel free to get creative with it - let us know why you want to join BGS or what working with us would mean to you in writing, in song, in a poem, in a video or any other way you choose to express yourself! Please include a brief introduction of yourself, your passions, or your interest so that we have a better grasp of who you are and how you might fit into our team!*