

# Angler R3 Coordinator/Manager

## Position Description Template

### Job Summary

The Angler R3 Coordinator/Manager provides effective guidance and program management to both internal and external stakeholders with regard to the recruitment, retention and reactivation (R3) of anglers. The Angler R3 Coordinator/Manager provides expertise and collaborates with agency staff and external partners to develop and advance state angler R3 strategies and build capacity for implementing best practices for successful R3 outcomes. The Angler R3 Coordinator/Manager will lead an intra-agency, cross-divisional team to develop a state R3 strategic plan that identifies strategic goals, objectives and programs for R3 that are consistent with national goals. The Angler R3 Coordinator/Manager will be responsible for developing and maintaining relationships with community and business partners to enhance program offerings and meet agency goals.

### Duties and Responsibilities

- Coordinate the development and implementation of a state R3 plan for the recruitment, retention and reactivation of anglers, to include collaboration with program staff in developing, implementing and evaluating effective programs.
- Work with agency communications and marketing staff in developing relevant and engaging content and delivering effective outreach and customer engagement strategies.
- Work with agency IT staff in developing and managing effective customer relationship management systems to evaluate and track angler participation.
- Develop and maintain effective working relationships with agency staff, external organizations and agency partners from the outdoor recreational community, as well as the general public.
- Manage the agency R3 team, as well as stakeholder committees, working groups and planning teams as needed.
- Develop and administer evaluation strategies and program tracking to assess effectiveness of R3 strategies.
- Assess resources and develop strategies and budget needed for effective implementation of agency R3 initiatives.

### Qualifications

- Bachelor's degree in communications, marketing, education, management, social sciences or a related field.
- 3-5 years of experience planning, developing, implementing and evaluating programs, products or services to facilitate business need.
- Working knowledge of basic marketing principles and customer engagement strategies.
- Knowledge of program design process, needs assessment, program analysis and evaluation methodology.
- Knowledge of natural resources and outdoor recreation topics and issues a plus.
- Knowledge of program management best practices to include budget development and management. Knowledge of governmental budget and legislative processes a plus.
- Experience in building successful working relationships with local entities and organized groups.
- Team building and leadership skills necessary to bring together diverse interests to accomplish common objectives.
- Experience facilitating diverse groups of stakeholders.

- Demonstrated ability to effectively communicate orally and in writing. Effective interpersonal, presentation and public speaking skills.
- Ability to work independently as well as in small groups to achieve program and agency goals.
- Solid project management skills. Proven ability to manage multiple projects concurrently.
- Knowledge of various social media platforms including Facebook, Instagram and Twitter.
- Skilled in use of software programs to include Microsoft Office products.
- Knowledge and experience participating in outdoor recreational activities such as fishing. Knowledge of fishing programs and activities for families and children a plus.

### **Preferred Qualifications**

- Experience in planning, implementing and measuring the success of R3 programs or public or educational outreach programs at a regional, statewide or national level.
- Demonstrated strategic planning and budget development expertise.