



## Freshwater Fisheries Society of BC

<b>POSITION TITLE:</b>	Outreach Instructor	<b>CLASSIFICATION</b>	SDEP 01
<b>PROGRAM AREA:</b>	Outreach Programs		
<b>UNIT:</b>	Sport Fishing Development (325)	<b>LOCATION:</b>	Abbotsford, Clearwater, Fort Steele, Kamloops, Victoria, Summerland
<b>SUPERVISOR'S TITLE:</b>	Outreach Coordinator	<b>LOCATION:</b>	Abbotsford
	Outreach Administrator		Fort Steele
	Manager, Sport Fishing Development		Clearwater, Kamloops, Victoria, & Summerland

### PROGRAM

The Freshwater Fisheries Society of BC (FFSBC) is an independent, non-profit organization governed by a Board of Directors. Under its Constitution the FFSBC has a mandate to deliver a wide range of fisheries management services and programs focused on fish conservation and management, fish science and research, public education and the development and marketing of freshwater sport fishing in BC.

In carrying out its mandate, the FFSBC provides fish culture services, program planning, product development and program evaluation to various clients and partners. Specifically, services include the culture of many species and strains of freshwater fish, the delivery of fish stocking programs in nearly 800 lakes and streams, the evaluation of stocking programs and the development of new strains of fish and strategies to improve stocking performance. The FFSBC also provides conservation fish culture and scientific services to support freshwater fisheries management.

The FFSBC owns and manages six major fish hatchery facilities and 10 ancillary operations with a replacement value in excess of \$50M. Hatchery operations are located in various regions of the Province as well as a fish health laboratory in Duncan and a fisheries research office at the University of BC.

The FFSBC is mandated to promote and market freshwater recreational fishing in the Province as well as to inform and educate the public, the media and governments on matters relating to fish conservation and recreational fishing. Approximately 400,000 freshwater anglers expend \$500M annually on this activity, with the FFSBC programs supporting approximately 50% of the total Provincial freshwater angling effort.

### PURPOSE OF POSITION

The primary purpose of the Outreach Instructor position is to deliver Learn to Fish and other FFSBC outreach programs as well as guided tours at hatchery visitor centres, urban lakes, and provincial parks.

### NATURE OF WORK AND POSITION LINKS

Responsible for delivering Learn to Fish and other environmental outreach programs. Duties include:

- Delivering Learn to Fish and other FFSBC outreach programs to visitors, special interest groups, and other members of the public (primarily youth and their families as well as school groups, special needs groups, and boys and girls clubs)
- Actively promotes the Learn to Fish program and recreational fishing
- Participate in community events
- Daily Visitor Centre, Learn to Fish ponds, and aquarium maintenance.
- Data entry and record keeping

**SPECIFIC ACCOUNTABILITIES / DELIVERABLES**

- 1. Delivers Learn to Fish and other Outreach Programs (65%):**
  - Delivers Learn to Fish, Rod Loan and other FFSBC outreach programs to youth and their families, school groups, and special interest groups
  - Reports out to supervisor regularly on program progress
  - Continually seeks out new opportunities for tour delivery and program growth.
  - Maintains accurate records and reports of program deliverables.
  - Maintains Learn to Fish and event equipment.
  
- 2. Participate in Community Events (20%):**
  - Represents the society at local community events
  - Engages with the public and promote FFSBC initiatives
  
- 3. Daily maintenance (15%):**
  - Day to day upkeep of hatchery Learn to Fish ponds if present; cleaning exclusion screens, feeding fish, and general pond upkeep.
  - Performs regularly scheduled maintenance on Visitor Centre aquaria if present; including feeding fish and cleaning tanks
  - Maintains and cleans program delivery materials including; delivery props, fishing tackle and equipment.

**FINANCIAL RESPONSIBILITY**

Small expenditures for day to day program supplies – primarily paid through petty cash

**DIRECT SUPERVISION (i.e., responsibility for signing the employee appraisal form)**

Role	# of Regular FTE's	# of Auxilliary FTE's
Directly supervises staff	0	0
Supervises staff through subordinate supervisors	0	0

**PROJECT /TEAM LEADERSHIP OR TRAINING (Check the appropriate boxes)**

Role	# of FTE's	Role	# of FTE's
Supervises students or volunteers <input type="checkbox"/>		Provides formal training to other staff <input type="checkbox"/>	
Lead project teams <input type="checkbox"/>		Assigns, monitors and examines the work of staff <input type="checkbox"/>	

**SELECTION CRITERIA**

**Education & Experience**

- Student or recent graduate in a relevant field of study (Science, Fisheries Management, Biology, Education, Communications, Marketing, etc.)
- Valid BC Driver's License
- Subject to Criminal Record Check (working with children) and drivers abstract
- Public speaking and communication with the public
- Experience with recreational angling

**Knowledge**

- Knowledge of local environmental issues pertaining to freshwater ecosystems, fisheries, and biology
- Knowledge of FFSBC programs and services
- Knowledge of the sport fishing industry
- Knowledge of public education principles and practices
- Knowledge of marketing principles and practices

### **Skills and Abilities**

- Excellent communication and interpersonal skills
- Strong organization and time management skills
- Demonstrated flexibility and ability to handle multiple tasks and deadlines
- Ability to organize and manage workload, adapt to changing priorities and emerging issues
- Ability to exercise good judgement, tact, and diplomacy
- Strong computer skills including Microsoft Outlook, Word, Excel, PowerPoint, the internet and other standard computer applications.

### **Willingness Statements**

- Flexibility in working hours is required including frequent evening, weekend, and holiday shifts
- Some travel will be required (including overnight trips). Must be willing to work at remote location for 2 to 5-day periods at a time.
- Willing to work outdoors in all weather conditions, handling fish, bait, etc.
- Work in a fast paced and physically demanding environment

### **COMPETENCIES**

- **Adaptability** - personal willingness and ability to effectively adapt to change.
- **Client Focus** - understanding and meeting or exceeding client needs. Clients are those groups or individuals, internal or external who use the organization's products and/or services.
- **Communication** - clearly conveying and receiving messages to meet the needs of all. This may involve listening, interpreting, formulating and delivering: verbal, non-verbal, written, and/or electronic messages.
- **Problem Solving and Judgment** - ability to assess options and implications, in order to identify a solution
- **Results Orientation** - knowing what results are important, focusing resources to achieve them in alignment with the goals of the organization.
- **Teamwork** - working co-operatively and productively with others to achieve results.
- **Innovation** - using original and creative thinking to make improvements and/or develop and initiate new approaches.