DEPARTMENT OF NATURAL RESOURCES
***SAMPLE* POSITION DESCRIPTION**

Classification: Forestry Specialist
Working Title: Urban Forestry Coordinator

POSITION SUMMARY: The Urban Forestry Coordinator develops, administers, and implements the urban forestry assistance program in partnership to maintain or increase public and private urban forest canopy to supply the full array of benefits. This position is the technical expert and thought leader for the Division in this Urban Forestry service area, setting the pace for the Division through leadership, innovation, adaptation, best practices, and transfer of knowledge. The Urban Forestry Coordinator is a key internal and external consultant for staff, leadership, inter-divisional teams, and partner groups. This position maintains cutting-edge knowledge and expertise by staying abreast of current research and maintaining an effective professional network to increase the capacity of partners to provide urban forestry services. The customer base for this position is Wisconsin communities, urban forestry-related professional, nonprofit and private sectors and Division staff, including three central office bureaus and four districts, as well as colleagues throughout the Department and key partner groups. The position represents urban forestry within the assigned area, and is responsible for establishing, directing and implementing program policy and procedures, advising on critical issues, providing service to clients, and developing working relationships with other urban resource management functions. The position contributes to statewide urban forestry policy development and implementation.

LOCATION, GEOGRAPHIC SCOPE & TRAVEL RESPONSIBILITIES:
The Coordinator assigned to the northcentral region is located in Wausau or Rhinelander with responsibilities in the service area containing these counties: Adams, Ashland, Bayfield, Florence, Forest, Iron, Juneau, Langlade, Lincoln, Marathon, Oneida, Portage, Price, Rusk, Sawyer, Taylor, Vilas, and Wood. Frequent travel within the service zone and the state and occasional national travel is required.

The Coordinator assigned to the west region is located in Eau Claire, La Crosse, or Spooner with responsibilities in the service area containing these counties: Barron, Buffalo, Burnett, Chippewa, Clark, Crawford, Douglas, Dunn, Eau Claire, Jackson, La Crosse, Monroe, Pepin, Pierce, Polk, St. Croix, Trempealeau, Vernon, and Washburn. Frequent travel within the service area and the state and occasional national travel are required.

SCOPE OF AUTHORITY: This position works under the general supervision of the Urban Forestry Team Leader within the Bureau of Applied Forestry.

GOALS & ACTIVITIES:

45% A. Coordinate Urban and Community Forestry Program

A1. Assess status and needs of local government, private and non-profit organizations, and the general public, and manage a database of all those involved in urban forestry within the service area.
A2. Develop, prioritize, and coordinate customized strategies for program implementation with local, state, regional, and national efforts.
A3. Evaluate program performance and adjust strategies accordingly.
A4. Report program accomplishments to Division leadership, the Urban Forestry Council, and customer and professional networks.
A5. Advocate for urban forests and urban forestry, advising administrators and community policymakers on critical issues.
A6. Assist local governments and organizations with the initiation, organization, development and enhancement of urban forest management programs, and the enhancement and expansion of the urban forest resource across all ownerships.

A7. Facilitate and evaluate community urban forestry efforts throughout the service area; recommend and facilitate best management practices and guide strategic planning.
A8. Facilitate networking to share information, resources, ideas, and assistance.
A9. Identify and prioritize critical messages and audiences and convey information through media, publications, activities, events, presentations, and partnerships.
A10. Facilitate multi-community public awareness activities and serve as a media contact for urban forestry issues.

20% B. Assist in Policy Development and Grant Projects

B1. Consult with grant applicants on grant project development and report project outcomes to leadership and partners.
B2. Perform grant project ranking and recommend awards.
B3. Monitor project performance, approve products, and maintain records as required by law.
B4. Develop issue briefs and assist with developing administrative rules.
B5. Respond to legislative inquiries and letters to the Secretary.
B6. Present to the Natural Resources Board, Wisconsin Council on Forestry, the Wisconsin Urban Forestry Council, and partner organizations.

10% C. Provide Technical Expertise and Guidance in the Collaborative Development of Training

C1. Determine what information and skills are needed for Division, Department, private practitioners, policymakers, other audiences to perform job responsibilities or manage urban forestry programs.
C2. Assess existing training resources and collaborate with partners to increase their ability to provide needed training.
C3. Identify and develop training opportunities that the Department is uniquely qualified or positioned to provide.
C4. Collaborate with learning/training professionals to develop and deliver training sessions.
C5. Provide follow-up support to students as appropriate.

5% D. Manage Human Resources

D1. Provide guidance for Division-wide work planning.
D2. Collaborate with the UF Team Leader to develop work plans and performance reviews for assigned Limited Term Employees, if assigned.

10% E. Manage Internal and External Partnerships

E1. Represent the Division of Forestry on internal teams and state and service area working groups or committees.
E2. Develop and maintain customer and professional networks.
E3. Represent Urban Forestry field implementation on the Wisconsin Urban Forestry Council as assigned.
E4. Guide and assist the formation of community tree boards, urban forestry councils and citizen action groups.
E5. Develop partnerships to increase the capacity of others to provide urban forestry services, markets, and funding.
E6. Promote and manage the Tree City USA and Tree Line USA programs.
E7. Integrate urban forestry with other Department urban resource functions.

10% F. Monitor, Manage and Improve Urban Forestry Program Performance

F1. Work with supervisor to develop an individual work plan to meet UF program targets.
F2. Recommend to leadership how to measure success of the urban forestry programs.
F3. Report results of performance measurement to leadership, affected staff and partners.

F4. Recommend adaptations to improve performance as needed.
F5. With supervisors, coordinate additional training, coaching, mentoring to improve performance.

SPECIAL REQUIREMENTS:

- Meet requirements to operate a state vehicle.
- Ability to travel independently and on a timely basis.
- Ability to occasionally work evening or weekend work hours.

KNOWLEDGE, SKILLS AND ABILITIES:

Upon Appointment:

1. Knowledge and skill related to urban forest canopy, inventory assessment and management strategies and procedures.
2. Knowledge and skill related to program development, assessment, and management.
3. Knowledge of local government structure, operations, processes, and issues.
4. Knowledge and skill related to adult learning, training techniques and information transfer to professionals, community officials, business leaders, volunteers, and the general public.
5. Written and oral communication skills.
6. Interpersonal skills.
7. Knowledge and skill related to computer-based systems for information management and exchange including database, spreadsheet, word processing, GIS, and Internet.

Full Performance:

8. Knowledge of urban forest resource and program characteristics of communities within service area.
9. Working knowledge of urban forestry information, technology, and resources.
10. Knowledge and skill related to multi-community-scale urban forest management planning and goal setting.
11. Skill related to partnership development strategies, methodologies, and facilitation.
12. Skill in increasing public awareness by serving as a media contact for urban forestry issues.
13. Knowledge of Wisconsin urban forestry strategic plan development, implementation, and performance measurement.
14. Knowledge and skill related to state and federal urban forestry grant project monitoring and outcome evaluation.
15. Knowledge of state laws, administrative rules, codes, procedures, standards, and specifications relating to urban forestry.
16. Knowledge of urban forestry grant application and award process.

PHYSICAL REQUIREMENTS & ENVIRONMENTAL FACTORS:

- **Physical Activity Requirements:** Physical requirements include talking in front of groups, sitting for long periods of time, lifting, and carrying 5 to 30 lb.
- **Environmental Factors**: Environmental factors include working indoors in an office setting and independently traveling to offices around the state.

EQUIPMENT USED: Computers, PDA, projectors, virtual meeting hardware, fax machine, calculator, copy machine, and telephone.

TELEWORK EVALUATION: Based on an assessment of the goals and work activities, this position may be eligible for up to 60% telework. This assessment does not convey approval to telework or the exact percentage of telework. Telework approval is based on individual circumstances and is subject to supervisor approval, department telework policies, and is subject to change without notice based on business needs.

PD Addendum of WI DNR Competencies

Service Excellence for Customers & Partners

- Make excellent customer/partner service a top priority and actively seek to improve it.
- Work to identify and understand the needs of others and strive to create the most value for them, focusing on their satisfaction.
- Responsive to changes in customer/partner goals, deliver on promises, follow-up appropriately thus service delivery is marked by fairness, integrity, high ethical standards and the utmost respect for others in order to generate trust as an outcome.
- Actively seeks to achieve results that best strike the balance with the Division's service role and regulatory authority with the customer/partner goals.

Effective & Fair Decision Making

- Analyze situations fully and accurately to reach productive, and where appropriate, uniform decisions. Consult appropriate parties/stakeholders as necessary and identify the key concerns and/or issues that need to be addressed in order to make the best decision possible.
- Discern the pertinent facts and develop clearly based objective criteria.
- Make timely, well -reasoned decisions by integrating information and perspectives appropriately.
- Evaluate the immediate and longer-term consequences of decisions.
- Use sound professional judgment in their analyses and decisions.

Effective Communication

- Express ideas in a clear, concise, and effective manner, both orally and in writing.
- Ability to present, facilitate and instruct as part of staff meetings and partner activities.
- Use correct grammar and sentence structure in communications.
- Strong listening skills, particularly when different viewpoints are expressed.
- Openly share information, transparent and keep all concerned parties informed.

Interpersonal Relationships & Partnership Building

- Build and effectively utilize relationships and influence networks to achieve goals.
- Share knowledge and build trust with colleagues, managers and external partners.
- Tactful when dealing with sensitive issues and personalities.
- Exercise social intelligence: have a high level of self-awareness, are aware of impact on others.
- Work through complex situations effectively, diplomatically and with sensitivity without losing credibility or trust.
- Recognize sensitive information and exercise discretion.
- Approach professional conflicts in a constructive manner. Refrain from personal attacks and excessive emotions.
- Demonstrate sound judgment under pressure and retain focus on desired business outcomes in difficult conditions.
- Proactive in addressing problems.
- Exemplify the commitment to the DNR's core value of respect- to work with people, to understand each other's views and to carry out the public will; maintain integrity and treat everyone with fairness, compassion, and dignity.

Demonstrates Leadership

- Establish vision, set direction and initiate strategy by analyzing forces and trends that impact the program. Anticipates future needs, challenges and identifies potential options and constraints; critically evaluates information to promote the most effective position.
- Identify the implications of decisions and actions on people, other parts of the organization, external partners and customers. Understand the abstract and think in terms of whole systems and complex interrelationships. Synthesize large, disparate bodies of information.
- Mobilize staff to face and tackle tough challenges. Facilitate staff through the change process by helping them to navigate loss and work through discomfort so that they can adapt to emerging conditions and see the potential within broader organizational strategies and priorities.
- Establish formal and informal relationships with others to provide feedback, information, support and resources to help them develop new or higher levels of skill and ability.
- Empower others to reach higher levels of performance through trust, delegation, participation and coaching.
- Provide direction, support and encouragement amongst their team colleagues and partners.
- Hold up high standards of excellence towards the accomplishment of desired outcomes and objectives.
- Inspire confidence and respect which is motivating for others, builds positivity; keep the team cohesive and partners confidently engaged.