



**Location:** Sioux Falls, SD  
**Job Title:** Education Coordinator  
**Reports to:** Administration Director

**Organization Mission:** Inspiring conservation of the vital building blocks of sea, sky, and land

**Job Summary:**

The Butterfly House & Aquarium is a nonprofit organization currently in the process of undergoing a brand-new expansion that will include the introduction of new exhibits, new species, and new learning experiences for guests and staff. Located in Sioux Falls, South Dakota, we provide educational experiences with the tropics and the ocean in our landlocked state, inspiring conservation of the vital building blocks of sea, sky, and land.

We are in one of the fastest growing regions in the US, with 4,000-5,000 people moving to the Sioux Falls metro area every year. Sioux Falls is ranked 10th according to Livability's 2020 Top 100 Best Places to Live, 6th happiest city in the nation according to WalletHub 2020, and one of the top 25 best cities for living the American Dream by Smart Asset.

The Education Coordinator is responsible for the successful development and implementation of the Education Department. This position ensures our educational programming is delivered to the highest standard, implementing the educational component of the Butterfly House & Aquarium mission through the development of educational materials, signage, displays, and programming; and the coordination, delivery, and evaluation of all educational programming.

**Primary Responsibilities:**

Development and maintenance of educational materials, signage, and displays	15% of the Work Period
Development of educational programming: virtual, on-site, and off-site outreach	25% of the Work Period
Coordination of educational programming	15% of the Work Period
Delivery of educational programming	30% of the Work Period
Documentation and evaluation of educational programming	10% of the Work Period
Other duties as assigned	5% of the Work Period

- \*1. Research, develop, construct, and maintain educational materials (handouts, guides, brochures, etc.), signage and displays throughout the facility, collaborating with the Administration Director to determine

design and budgets, and with the Animal Husbandry Department to finalize facts and content.

- \*2. Develop, implement, deliver, and evaluate the organization's educational programming to achieve the Butterfly House & Aquarium's strategic goals within the National Geographic Learning Framework and within budget, to monitor program effectiveness, and to identify continuous improvement opportunities based on best practices, including:
  - a. On-site in-person and virtual school field trips that meet grade level appropriate science standards, including but not limited to insect and ocean curriculum, pre- and post-program activities, and teacher evaluations.
  - b. On-site in-person and virtual group field trips, such as day cares, preschools, scout groups, church groups, senior groups, tour groups, and more that will meet the varying educational needs and expectations of the groups.
  - c. On-site in-person and virtual programs such as camps, classes, after-hours tours, citizen science, and other educational activities.
  - d. Off-site in-person outreach, including Ocean in Motion to regional schools, daycares, medical centers, community fairs and festivals, etc.
  - e. On-site in-person educational activities for daily visitors, including but not limited to ambassador animal encounters, feeding chats, themed artifact boxes, and pop-up educational opportunities; as well as revenue-generating activities such as guided tours and VIP tours.
  - f. On-site virtual programming for social media and website content
- \*3. Collaborate with the marketing team to publicize educational programs and opportunities via event calendar pages, social media, the BHA website, print, internal signage, etc., to meet budgeted revenue targets and further grow participation in educational programming.
- \*4. Collaborate with other departments and employees to achieve organizational strategic goals, meet budget targets, implement existing programming, and develop new projects and programs, including but not limited to the Animal Husbandry, Volunteer, Marketing, and Guest Experience Departments.
- \*5. Compile weekly, monthly, quarterly and annual reports detailing educational activities and performance, including group attendance numbers, program evaluation reporting and data, etc.
- \*6. Develop strategic partnerships with the local schools, colleges, and nonprofit organizations to strengthen the organization's educational presence in the Sioux Falls community.
- \*7. Serve as a manager-on-duty, acting as a leader and decision-maker for the organization in customer service, facility operations, and emergency situations.
- \*8. Perform other duties as are customarily performed by one holding an Education Coordinator position in other butterfly conservatories and public aquariums.

\*Essential job functions per ADA guidelines.

**Requirements:**

- A degree in education, biology, environmental studies, or related field is required.
- A minimum of 3 years of experience in nonformal science education; STEM programming; and/or education program design, implementation, and evaluation is required.
- A minimum of 3 years of experience in the zoo and aquarium industry is preferred.
- Requires a valid driver's license. Outreach work will require ability to drive a large transport van up to 120 miles from the facility.

**Key Qualifications:**

- A successful candidate must be driven by the organization's mission and believe in our core values of: providing inspirational experiences, seeking continuous improvement, and embracing the "Dory mindset."
- Demonstrated ability to present general science and environmental education content to a diverse population of learners of all ages.
- High level of understanding of conservation behavior change messaging and best practices.
- Solid track record of planning, executing, and growing education programming, including virtual.
- Proven experience effectively working with the public in a positive manner.
- Strong communication skills with the ability to express ideas clearly both in oral and written communications.
- Strong leadership, management, and interpersonal skills, with a high level of emotional intelligence.
- Comfort handling live animals, including insects, spiders, and reptiles, as well as non-living specimens.
- Ability to foster the Butterfly House & Aquarium's mission and values-focused culture organization-wide.
- Must be a team player with the ability to work through conflicts, have a positive and upbeat attitude, and be willing to communicate openly with all staff.
- Action-oriented, hard-working, flexible, seeks out challenges, and has demonstrated grit through the ability to act and react as necessary during times of uncertainty and change.

**Physical Effort:**

Work involves sitting, standing, and walking the majority of the work period. This will regularly include lifting and carrying items weighing up to 50 pounds throughout facility and off-site for outreach; and pushing and moving the mobile aquarium and water vats weighing up to 200 pounds. Requires repetitive movements of the wrists, hands and/or fingers; the ability to receive and express detailed information through oral and written communication; and the ability to read and understand written directions.

**Working Conditions:**

Work is performed in a varying environment, including the office, public exhibit space, classrooms, and off-site public settings, with time in the Conservatory, which is typically 85 degrees with high humidity, and the Aquarium Gallery, which is typically 70 degrees with high humidity. This position has contact with co-workers when developing strategies and programming, and volunteers and the public when implementing programming.

Federal law obligates us to provide reasonable accommodation to the known disabilities of employees, unless to do so would pose an undue hardship. Please let us know if you need an accommodation to perform any

essential elements of this position.

This Job Description is intended to describe the general nature and level of work performed. It is not intended to serve as an exhaustive list of all duties, skills and responsibilities required of personnel so classified.

**Work Schedule:**

The Education Coordinator is an hourly position with the work schedule varying according to organizational needs. A typical work week will be 40 hours total Sunday through Saturday. The typical schedule will be 7:30am-4:30pm Sunday through Saturday (eight hours per day plus one-hour lunch breaks), plus evenings, weekends, and holidays based on programming and organizational needs. Minimum two working weekends per month.

Facility operating hours are 10:00 am to 4:00 pm Sunday through Saturday. The facility is closed to the public on Thanksgiving, Christmas Eve, and Christmas. Other holidays throughout the year are working holidays for all staff.

**Compensation:**

Starting compensation for the Education Coordinator position is \$16.00-\$19.00 per hour depending on qualifications.

Paid time off, medical and retirement benefits are available for full-time employees after successful completion of the initial 3-month introductory period.

All employees receive a 50% discount on gift shop merchandise, a family membership, and 20 general admission passes per year.

**How to Apply:**

Submit your cover letter, resume, and three references to [latoria.h@sdaqarium.org](mailto:latoria.h@sdaqarium.org)