



The CBO-CAZCA Biodiversity Graduate Services Assistant

The ASU Center for Biodiversity Outcomes (CBO)–Central Arizona Conservation Alliance (CAZCA) is seeking a Graduate Services Assistant to support research that informs natural and cultural resource management and decision-making for Sonoran Desert protected areas in and around the Phoenix metropolitan region. This position is part-time, 20 hours per week and applicants must be enrolled in at least one credit hour at Arizona State University (ASU) during the period of assignment.

Position Type: Graduate Service Assistant

Salary: \$12,000 for the 2017-2018 academic year.
Tuition and healthcare are not included. Salary will be paid bi-weekly.

Application deadline: Friday, December 15, 2017.

Job description:

We seek a qualified interdisciplinary graduate student to explore and analyze the use of narrative (both written and imagery) and messaging to power public understanding, connection, and support for Sonoran Desert conservation. This position is ideal for a student with a background in marketing, communication, journalism and/or neuroscience, but we anticipate and welcome students from a variety of backgrounds to apply.

This position will require the following actions to produce definable outputs:

1. Conduct a thorough literature review on effective environmental communication and narrative building that leads to conservation action (public and/or private).
2. Explore past and current marketing campaigns used to garner public and private support for conservation of similar preserves.
3. Utilize these case studies to analyze existing ways stakeholders discuss and think about Sonoran Desert parks, preserves, protected areas and undeveloped open space.
4. Meet with select CAZCA partners and land managers to discover practice-based insights, known challenges and opportunities, and gather department and/or agency based research and data.
5. Propose alternative narratives and communication strategies to advance future conservation efforts in the Sonoran Desert consistent with the Regional Open Space Strategy.
6. Identify and use study sites on one or more local desert parks/preserves (collaborative projects across two or more parks/preserves is encouraged).

Anticipated outputs:

- Research report (with potential for possible publication) detailing findings.
- Action plan based on findings to direct Regional Open Space Strategy communication strategy.
- Propose alternative narratives and demonstrations of potential usages.

Requirements:

1. Be a current or incoming graduate student in one of the graduate programs administered by ASU at the time of application.
2. Minimum GPA of 3.50 (must maintain a minimum cumulative GPA of 3.5 throughout the tenure of the assignment).
3. Experience in marketing and/or journalism and past experience conducting discourse analysis to understand underlying drivers of compelling narratives; experience/and or interest in the role of psychology and neuroscience in crafting effective marketing campaigns around environmental or other systems-based issues.
4. Fulfill all conditions of the park/preserve research permit and Institutional Review Board approval.
5. Field-based or focus group testing of narratives will be required for research.

Application Instructions:

E-mail the following documents to Stacie Beute, CAZCA Program Director, at sbeute@dbg.org:

1. A CV or resume that lists research and relevant professional experience.
2. A letter of support from a faculty or academic advisor.
3. An introductory section that briefly reviews current literature on the proposed topic to provide context for and importance of the research objective/question.
4. A discussion of expected results and/or predictions.
5. A description of the significance of the proposed work to management of protected areas, conservation issues, or natural and/or cultural resources.

Background:

The [Central Arizona Conservation Alliance](#) is a collaborative initiative of Desert Botanical Garden to develop, align, and elevate efforts to conserve and restore Sonoran Desert natural areas in the Phoenix metropolitan region. More than 60 organizations are committed to focusing collective efforts on ensuring a sustainable system of protected areas that support healthy ecosystems and healthy communities.

The [Center for Biodiversity Outcomes](#) is a partnership between the ASU Julie Ann Wrigley Global Institute of Sustainability and the School of Life Sciences. Its mission is to enable the discoveries and solutions needed to sustain Earth's biodiversity in a time of rapid biophysical, institutional and cultural change.

Contact Information:

Stacie Beute
CAZCA Program Director
Desert Botanical Garden
sbeute@dbg.org
480.481.8187