



# Monterey Regional Waste Management District

## ***Job Description***

<b>Position:</b>	<b>Director of Communications</b>	<b>FLSA Status</b>	<b>Exempt</b>
<b>Department:</b>	<b>Public Education Department</b>	<b>Bargaining Unit:</b>	<b>At Will</b>
<b>Reports to:</b>	<b>General Manager</b>	<b>Revised:</b>	<b>Nov 2019</b>

### **DEFINITION**

Under direction from the General Manager, this position is responsible for internal and external communications; public and community relations; marketing and promotions; assists in recycling and reuse program development and promotion and manages the District's Public Education and Outreach Department; and acts as a liaison between the Cities and hauler(s) and provides franchise contracts management support; acts as a liaison between the District and external stakeholders, business partners and government entities and public policy advocates; directs and manages the development of department short and long-term goals and objectives consistent with the Strategic Plan and annual business plan and ensures their effective execution while serving the needs of the District and complying with applicable laws and regulations.

### **DISTINGUISHING CHARACTERISTICS**

This position is responsible for managing and integrating a wide variety of functions, programs and staff engaged in managing the broad, comprehensive communications and public education programs activities for the District. Within assigned areas of responsibility, the incumbent operates with substantial discretion to achieve effective and efficient utilization of resources in serving the District's mission. Positions at this class level serve as a member of the District's senior leadership team and provide advice and counsel to the General Manager regarding strategic policy, business and program development, and problem-solving issues relating to the assigned Departments and the District overall. A person appointed to the Director of Communications position is an "at-will" employee. Incumbent has a demonstrated career history of building and maintaining relationships and working collaboratively with internal and external stakeholders.

### **ESSENTIAL FUNCTIONS**

*The following duties are typical of this classification and are intended only to describe the various types of work that may be performed, the level of technical complexity of the assignment(s) and are not intended to be an all-inclusive list of duties. The omission of a specific duty statement does not exclude it from the position if the work is consistent with the concept of the classification or is similar or closely related to another duty statement to address business needs and changing business practices.*

- Plans, develops, manages, and implements marketing and communications strategy for all District functions and programs, consistent with District's permits, mission, Strategic Plan and Board priorities.
- Plans, develops, manages, and implements internal and external communication plans or campaigns.
- Collaborates with the General Manager and Leadership Team in business sustainability and business development activities.
- Oversees department to ensure services comply with the policies and strategic direction set by the General Manager, Board of Directors and all applicable laws and regulations;
- Plans and evaluates performance of assigned staff; establishes performance requirements and personal development targets; regularly monitors performance and provides coaching for performance improvement and development; provides compensation recommendations to the General Manager and offers other rewards to recognize performance; collaborates with Human Resources to take disciplinary action to address performance deficiencies, in accordance with the District's personnel rules, policies and labor contract provisions where applicable.
- Collaborates with other District departments to support Customer Service, Sales/Marketing, Reuse,

Recycling, Composting, and Educational activities with assigned managers and personnel; Assists General Manager and Director of Finance & Administration in development of strategies to secure permanent revenue sources to achieve District's mission, vision and goals.

- Supports and advises Municipal representatives on their management of franchise agreements with waste hauler(s); supports member jurisdictions in compliance with CalRecycle regulations and comprehensive reporting requirements including AB939 annual updates, annual visits, and City/County Payment Program.
- Meets with advisory committee and members of the community in defining and proposing new District initiatives and service offerings.
- Researches and presents analysis of proposed legislation and regulation to the General Manager and Board of Directors; participates in industry and intergovernmental activities to influence legislative and regulatory change consistent with the District's interests and needs; represents the District as requested or assigned in dealings with constituent agencies in the District's service area, and with other industry and governmental agencies and professional organizations.
- Plans, directs, and coordinates development of department budget; responsible for managing department within approved budget commitments.
- Within assigned areas of accountability, serves as the District's representative to professional, industry and community groups and customers and to other agencies, organizations and individuals.
- Participates in regional, state, national and other professional meetings and conferences to stay abreast of trends and technology related to District operations, particularly in areas of assigned accountability.
- Attend meetings on behalf of the District in the community that can occur after normal business hours.
- Develops and implements internal "green business" policies and programs.
- All District positions require the employee to provide good customer service to both internal and external customers, maintain positive and effective working relationships with other District employees. Must show cooperation and respect to fellow employees and supervisors at all times.
- Other duties as assigned.

### **SUPERVISORY RESPONSIBILITIES**

The incumbent in this position provides direct supervision of department staff.

### **DESIRED MINIMUM QUALIFICATIONS**

#### **Knowledge of:**

- Business and management principles involved in strategic planning resource allocation, leadership techniques and coordination of people and resources.
- Principles and practices of sales and marketing, public relations and communication principals and methods;
- Recycling programs, community education and outreach,
- Media production, communication and dissemination techniques and methods.

#### **Skills:**

- Microsoft Office Suite including: Word, Excel, Outlook, PowerPoint, Project.
- Modern office procedures, methods, and equipment including filing and recordkeeping.
- Proper use of the English language, including grammar, spelling, and punctuation.
- Familiarity with basic finance and accounting principles and practices.

#### **Ability to:**

- Lead or take substantive part in management discussions with staff and/or outside agencies in the development of programs, procedures, or policy.
- Supervise subordinates in a qualitative and quantitative manner including: hiring, training, evaluation, managing conflicts and team building.

- Apply public relations and marketing principles to promote the District’s goals and objectives.
- Communicate effectively in writing and during public presentations.
- Direct/Complete a variety of reports.
- Effectively represent District policies, programs, and services with employees, contractors, representatives of other agencies, and the public.
- Establish and maintain cooperative working relationships including ability to interact tactfully and courteously with others.

**EDUCATION, LICENSES AND CERTIFICATIONS**

A master’s degree in public or business administration, or a related field, is highly desirable. A California Drivers’ License, Class C required.

**PHYSICAL AND SENSORY REQUIREMENTS**

The physical and mental demands described here are representative of those that must be met to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands** - Employees are required to sit regularly; talk or hear, in person, in meetings and by telephone; use hands to finger, handle, feel or operate standard office equipment; and reach with hands and arms. Employees are frequently required to walk and stand. Specific vision abilities required by this job include close vision and the ability to adjust focus.

**Mental Demands** - Employees are regularly required to use written and oral communication skills; read and interpret complex data, information and documents; analyze and solve complex policy and operational problems; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; work under intensive deadlines, respectfully interact with people at all levels and all walks of life.

**Work Environment** – Most work is performed in an office environment. Work may be performed in both indoor and outdoor environments; occasionally will be exposed to varying temperatures; regular exposure to exposure to dirt, dust, fumes, noise, garbage, foul odors; potential exposure to hazardous materials and chemicals, often works during non-office hours; constant contact with staff and the public.

**ACKNOWLEDGEMENT**

I verify that I have received a copy of the job description and I understand the requirements of this position.

\_\_\_\_\_  
Employee Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Employee Name – Please Print