



# Monterey Regional Waste Management District

## Job Description

<b>Position:</b>	<b>Public Education &amp; Outreach Coordinator</b>	<b>Status:</b>	<b>Full Time, Non-exempt</b>
<b>Department:</b>	<b>Communications &amp; Public Education Manager</b>	<b>Revised:</b>	<b>September 2021</b>

### DEFINITION

Under general direction of the Communications and Public Education Manager, this is a specialized position administering school education, site tours, workshop programs and provides outreach activities at community events in accordance with the District's mission; coordinate the District's external and internal communications and education efforts; external communications include public information and education, community outreach, and school education programs focused upon waste reduction, resource recovery, reuse, recycling, and composting. coordination and hosting of tours, presentations, workshops and special events; promotion of District programs, services and products; representing the District at community events, meetings, committees, etc.

### 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, organizes and delivers public education and outreach on topics related to waste reduction, reuse, recycling and composting including public tours, District events, educational presentations and workshops.
- Plans and administers school education program (presentations and assemblies), outreach to teachers and school staff, on-site tours, and coordinate students volunteers through local Student Service Learning and Intern programs.
- Prepares and maintains public education communications, publications and other media.
- Schedules, coordinates and represents District at community events within District's jurisdictions.
- Develops content for District website and social media outreach; uploads content and coordinates visual appearance and functionality of website.
- Assists in the development and implementation of internal communications strategies, plans and programs in support of the District mission, vision and goals.
- Assists in the preparation and publication of regular bulletins, newsletters, memos for internal distribution and ensures consistent branding, messaging, and style.
- Must possess a current California Driver's License issued by the State Department of Motor Vehicles, including on-going insurability to drive District vehicles.
- Must have ability to read, write and speak fluent English and Spanish. Ability to deliver programming bilingually in English and Spanish highly desired.
- 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, and adhere to assigned work schedule and meet District attendance standards.
- The incumbent will be required to work some evenings and weekends, as needed.
- Other related duties as assigned.

### **EXAMPLES OF DUTIES**

- Develops and oversees traveling educational vehicle, Small Planet Garden, educational displays and materials
- Contributes to preparation and development of annual Communications and Public Education budget, reports and publications including: annual report, brochures, promotional materials and advertising, press releases, website, social media, and District multi-media presentations
- Develops educational displays and interpretative signage for the District's facilities, special events, school education program and waste diversion activities
- Supports District's waste reduction and diversion efforts in the community including:
  - Supporting school waste reduction and recycling programs,
  - Providing waste assessments and recommendations in coordination with franchise haulers and community partners,
  - Participating in implementing grant projects,
  - Assisting with community support and activities related to Zero Waste special events including technical assistance and coordinating use of District's resource recovery infrastructure and programs,
- Represents the District; responds to information and assistance requests from community, works on community projects, participates in committees and coordinates with media as needed;
- In collaboration with District staff, provides support to District's programs and departments relating to education, information, and project implementation, including;
  - Promotion of District products and services,
  - Monitoring inventory and assisting with vendor and product selection and procurement of compost, recycling, and public education supplies,
  - District's "Green Purchasing and Sustainability Practices" policies,
  - Aesthetics and function of public areas of District site.
- Performs a variety of assignments as delegated by the Director of Communications, General Manager and occasionally other District managers.
- Provide direction and training to Public Education & Outreach Specialist, interns and community volunteers or ambassadors

### **QUALIFICATIONS**

#### **Knowledge of:**

- Solid waste or "resource recovery" management including waste reduction, recycling and composting including the California Integrated Waste Management Act, AB 341, and Cal Recycle programs and grants.
- Use and knowledge of computer software such as word processing, spreadsheets, desktop publishing, Adobe PDF, PowerPoint and Outlook.
- Use and knowledge of computer peripherals such as memory cards/scanners/digital camera and use and knowledge of the internet.
- Sound customer service practices and procedures.
- Techniques used in effective written and oral presentations including public speaking.
- Advertising and marketing techniques.

#### **Ability to:**

- Effectively represent District policies, programs, and services to the public, the media, representatives of other agencies, and local schools.

- Effectively design, plan and present in-classroom education and onsite educational tours for students and general public.
- Prepare clear and concise publications including District material and media communications.
- Respond positively to issues and concerns generated by residents and businesses.
- Work with local colleges to develop and implement internship opportunities within the department.
- Work independently and apply sound judgment and critical thinking skills to make effective decisions.
- Operate District vehicles (including passenger and work vehicles) while traveling to schools, community events, and on site for tours and site work.

### **EDUCATION/TRAINING/EXPERIENCE**

Any combination of training and experience which would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the required knowledge and abilities would be: Four years of varied and responsible experience in community outreach, public information and environmental education. Associates degree required. Bachelor's degree in related field desired.

### **REQUIRED CONDITIONS OF EMPLOYMENT**

- Pass a pre-employment physical examination including drug testing and pre-employment assessment of safe work capacity in relation to the essential job functions of the position.
- Possession of current California Driver's License issued by the State Departments of Motor Vehicles. Continued possession of a valid California Driver's License and compliance with established District vehicle operation standards are conditions of employment.
- First Aid/CPR Certification (within six months of hire).

### **PHYSICAL AND SENSORY REQUIREMENTS**

The physical and mental demands described here are representative of those that must be met by employees 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** - Frequently stand and walk; sit and stand for extended periods; ability to stoop, kneel or crouch to pick up or move objects; lift and move objects weighing up to 25 pounds without assistance and lift and move heavier objects with assistance; normal manual dexterity and eye-hand coordination; corrected hearing and vision to normal range; verbal communication; use of office equipment including computers, telephones, calculators, copiers, etc.

**Mental Demands** - While performing the duties of this class, employees are regularly required to: work well under pressure; communicate effectively in both written and verbal form; capable of establishing priorities among the essential functions of the job and coordinating these priorities with others; read and interpret data, information and documents; learn and apply new information or skills; perform detailed work on multiple, concurrent tasks with regular interruptions; work under pressure and interact with all levels of staff and the public.

**Work Environment** - Work is performed in an office environment and outdoors on approximately a 80/20 basis; moderate exposure to foul odors, dirt, dust, outdoor conditions, and potentially hazardous conditions; constant contact with other District employees and members of 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