



Monterey Regional Waste Management District

Job Description

Position:	Public Education & Outreach Specialist	Position Status:	Full Time, Regular
Reports to:	Communications & Public Education Manager	Revised:	September 2021

DEFINITION

Under direction of the Communications & Public Education Manager, assist with the delivery of the District's external and internal education programs and community outreach activities promoting waste reduction, reuse, recycling, and composting; responsible for preparation of a variety of public education and information materials and media.

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.

- Perform a variety of clerical and administrative tasks, data analysis and report preparation utilizing MS Office software and industry programs with minimal instruction and supervision.
- Ability to support and expand upon MRWMD's use of electronic media, including website, social media and internal communication tools
- Conduct MRWMD tours for groups, organizations, and schools.
- Prepare for and staff community events to provide District information and outreach; working in cooperation with local haulers at community events; support zero waste implementation at community events.
- Responsible for creation and delivery of internal communications campaigns in conjunction with other departments.
- Provide school and public presentations on topics including waste reduction, recycling, composting and reuse. Assist with school assemblies.
- Possession of a current California Driver's License issued by the State Department of Motor Vehicles, including on-going insurability to drive District vehicles.
- Ability to work some evening and weekends
- Ability to read, write and speak fluent English.
- 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.
- Other duties as assigned.

EXAMPLES OF DUTIES

- Conduct onsite tours for groups, organizations, and schools.
- Support and expand use of social media in promoting District programs, monitor website analytics and recommend improvements based on usage data to enhance functionality, content, etc.
- Contributes to preparation and production of publications and media including: brochures, annual report, fact sheets, case studies, video tours, and District websites.

- Assisting with and hosting workshops on topics including reuse, composting, vermicomposting, sheet mulching, etc.
- Work with interns and service-learning students to assist in managing successful completion of their projects and activities.
- Support school lunchroom composting and recycling programs in compliance with AB 1826, AB 341, SB 1383 or other legislation to include waste assessments, technical assistance and program implementation with coordination among students, administrators, staff and haulers. Produce case studies as programs are complete.
- Supports special event recycling, including facilitating recycle and compost bin loan program (including signing out bins, receiving, maintaining inventory).
- Support internships and school programs to include Artist in Residence program in partnership with CSUMB Visual Arts Department.
- Contributes to compilation of information and data for submittal of CalRecycle annual updates and City/County Payment Program applications and reports in support of member agencies.
- Utilize Small Planet Garden and traveling educational bus for outreach and events and assist with development of educational displays for District facilities and special events.
- Responds to information and assistance requests from businesses and the public.
- Performs a variety of assignments as delegated by the Director of Communications, Communications and Public Education Manager, Public Education and Outreach Coordinator, General Manager and occasionally other managers.
- Some evening and weekend work required.
- Ability to operate vehicles as needed, including tour vehicles and traveling display bus.

DESIRABLE QUALIFICATIONS

Knowledge of:

- Environmental and policy issues related to waste reduction, recycling and composting including the California Integrated Waste Management Act and CalRecycle programs and mandates.
- Waste management and resource recovery systems
- Proficient use of computer software such as word processing, spreadsheets, desktop publishing, Adobe PDF, PowerPoint and Outlook.
- Proficient use of social media platforms and web content management programs such as WordPress and Google Analytics.
- Proficient use of computers, peripherals, digital camera and internet for research.
- Sound customer service practices and procedures.
- Public information methods and practices.
- Student Education (pedagogy) and/or California State Education Standards
- Techniques used in effective written and oral presentations including public speaking.
- Advertising and marketing techniques.
- Bilingual English/Spanish language skills highly desirable.

Ability to:

- Support the implementation of effective waste reduction and recycling programs.
- Assist with the implementation of public information, public education, and media relations programs including writing press releases, producing events, and working with the media.
- Be comfortable and effective in making public presentations, leading tours, and working with multiple stakeholders.

- Manage and communicate effectively with large groups of students, pre-K to university level.
- Effectively present District policies, programs, and services to the public, the media, representatives of other agencies, and local schools.
- Effectively present in-classroom education and onsite educational tours for students ranging from 3rd grade to college level.
- Work independently and apply sound judgment and critical thinking skills to make effective decisions.
- Adhere to an assigned work schedule, adjust working hours as necessary, and meet District attendance standards.

Training and 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: Two years of varied and responsible experience in community outreach, public information and environmental education. Associates degree required. Bachelor’s degree in related field desired.

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 for extended periods of time; regularly stand and walk, occasionally stoop, bend to pick up objects, reach with hands and arms, 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 to operate standard office equipment; talk or hear in person, in meetings and by telephone; 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