



# Monterey Regional Waste Management District

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## ***Job Description***

<b>Position:</b>	<b>Public Education &amp; Outreach Coordinator</b>	<b>Pay Range:</b>	<b>\$30.43 – 38.84 (6 steps)</b>
<b>Exempt Status:</b>	<b>Non-Exempt</b>	<b>Barg. Unit:</b>	<b>Support Unit</b>
<b>Position Status</b>	<b>Full-Time, Regular</b>	<b>Reports to:</b>	<b>Community Programs Director</b>
<b>Department:</b>	<b>Community Programs</b>	<b>Reviewed:</b>	<b>August, 2015</b>

### **DEFINITION**

Under general direction of the Community Programs Director, coordinate the District's school education, and public information and community outreach programs focused upon waste reduction, resource recovery, reuse, recycling, and composting. Responsibilities include preparation and maintenance of public education communications, publications and media; 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 and performing other job related duties as required. 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 statement.

### **ESSENTIAL FUNCTIONS**

- Plan, organize and deliver public education and outreach on topics related to waste reduction, reuse, recycling and composting including: public tours, district events, educational presentations and workshops
- Plan and administer school education program including: Student education (presentations and assemblies), outreach to teachers and school staff, on-site tours, and coordinate students volunteers through local Student Service Learning and Intern programs
- Schedules, coordinates and represents District at community events within District's jurisdictions
- Some evening and weekend work required.
- Developing content for District website and social media outreach; uploading content and coordinating visual appearance and functionality of website.
- Ability to lift, and move objects up to 25 pounds without assistance.
- Ability to sit for prolonged periods of time (2+ hours)
- Ability to stand for prolonged period of time (2+ hours)
- 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

### **EXAMPLES OF DUTIES**

- Develops and oversees traveling educational vehicle, Small Planet Garden, educational displays and materials
- Contributes to preparation and development of annual 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,
- Recommends purchase, distribution, storage and maintenance of recycling infrastructure, bins and supplies
- Coordinates and supervises District staff, part-time independent contractors and student interns as needed to support District’s education programs and community outreach activities.
- 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 Community Programs Manager, General Manager and occasionally other District managers.
- Provide direction and training to Public Education & Outreach Specialist.

## **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.
- Public information methods and practices.
- 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 District.
- Establish and maintain cooperative working relationships with District Staff, representatives of other agencies, vendors, businesses, and school personnel.
- Understand and carry out oral and written directions.
- 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.
- 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. A typical way to obtain the required knowledge and abilities would be:

Equivalent to graduation from high school supplemented by a College Degree with coursework in Communications, Education and/or Sustainability and two years of varied and responsible experience in resource recovery, community outreach and/or public education.

### **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

### **PHYSICAL AND SENSORY REQUIREMENTS**

*The physical and sensory abilities required for this position include variable tasks that must be carried out by the employee and are implicitly or explicitly required as objectives of the job.*

**Work Environment** - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Work is typically performed in both indoor and outdoor environments; occasionally will be exposed to varying temperatures; some exposure to dust and fumes, constant contact with staff and the public.

**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 on uneven surfaces; sit for extended periods of time; kneel, crouch, bend, stoop to plant, prune and maintain plant and shrub beds; lift, carry, place bags of peat, fertilizers or other soil amendments (floor to above shoulder); lift and move objects weighing up to 25 pounds without assistance and heavier objects with assistance; pushing, pulling, normal manual dexterity and eye-hand coordination; corrected hearing and vision to normal range; ability to speak clearly and with volume, required to carry on clear conversations in person, in group situation and on the phone; ability to keyboard.

**Mental Demands** - While performing the duties of this class, employees are regularly required to use oral communication skills; read and interpret data, information and documents; learn and apply new information or skills; perform detailed work on multiple, concurrent tasks with constant interruptions; work under deadlines and interact with all levels of District management and personnel, and the public.

**ACKNOWLEDGEMENT**

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

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Employee Signature

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Date

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Employee Name – Please Print