



Monterey Regional Waste Management District

Job Description

Position:	Public Education & Outreach Specialist	Pay Range:	\$23.84 - \$30.43 (6 steps)
Exempt Status:	Non-Exempt	Barg. Unit:	Support Unit
Position Status	Full Time, Regular	Reports to:	Director of Community Programs
Department:	Community Programs	Approved:	May, 2015

DEFINITION

Under direction of the Director of Community Programs, assist with the delivery of the District's 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; and perform other job-related duties as required.

ESSENTIAL FUNCTIONS

- Perform a variety of clerical and administrative tasks, data analysis and report preparation utilizing MS Office software with minimal instruction and supervision.
- Ability to support and expand upon MRWMD's use of electronic media, including website and social media
- Conduct MRWMD tours for groups, organizations, and schools.
- 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.
- Provide school and public presentations on topics including waste reduction, recycling, composting and reuse. Assist with school assemblies.
- 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

Outreach and Education:

- Conduct MRWMD 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 website.
- Assisting with and hosting MRWMD 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 AB1826 and AB341 to include waste assessments, technical assistance and program implementation with coordination among students, administrators, staff and haulers. Produce case studies as programs are complete.

Job Description: Public Education & Outreach Specialist

Page 2 of 3

- Support annual Students for Zero Waste Week activities and Waste Free Schools program.
- Supports Special Event Recycling, including facilitating recycle and compost bin loan program (including signing out bins, receiving, maintaining inventory).
- Support 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 Community Programs Director, Public Education 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 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.
- Research and prepare clear and concise publications.
- 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.
- Respond positively to issues and concerns generated by residents and businesses.
- 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.

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. High School diploma required. Associates or 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 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 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, and FAX.

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; interact with all levels of District management and personnel, and the public.

Work Environment - Normally work is performed in an office environment, outside on the District site, and in the community; continuous 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