



Monterey Regional Waste Management District

Job Description

Position:	Director of Communications & Sustainability	FLSA Status	Exempt
Department:	Community Education Department	Bargaining Unit:	At Will
Reports to:	General Manager	Revised:	June 2016

DEFINITION

Under direction from the General Manager, this position is responsible for internal and external communications; public 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; assists in the development of sustainable revenue sources through public outreach; assists in development and implementation of District's overall "green business" practices and purchasing policy; responsible for internal and external education and communication regarding sustainable business practices; serves as the District's public relations officer ; directs and manages the development of short and long-term goals and objectives consistent with the Strategic Plan and annual business plan and ensures their effective execution; ensures all assigned operations and functions serve the needs of the District, while 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 financial services and activities for the District. Within assigned areas of accountability, the incumbent operates with substantial latitude and 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 and problem solving issues relating to the assigned Departments and the District overall. A person appointed to the Director of Communications & Sustainability classification is an "at-will" employee.

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 and implements internal and external communication plans or campaigns.
- Plans, develops and implements marketing strategy for all District functions and programs.
- Supports and advises Cities in management of franchise agreements with waste hauler(s).
- Advice General Manager regarding strategic direction for the Public Education and Outreach department and develops and implements annual marketing plan for Community Programs.
- Develops, implements and monitors short and long-term plans, goals and objectives focused on achieving the District's mission, Strategic Plan and Board priorities for assigned functions.
- Plans, organizes, controls, integrates and evaluates the work of Public Education and Outreach 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; collaborates with other District departments to support Customer Service, Sales/Marketing, Reuse, Recycling, Composting, and Educational activities with assigned managers and personnel; develops,; 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.

- Oversees and participates in the annual review and revision of the District's rate structure; develops strategies and approaches for evaluating rate change alternatives; directs the development and recommends proposed rates; attends and participates in public meetings and rate hearings; oversees the implementation of new rates following board approval.
- 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.
- Plans, directs, and coordinates the budget work plan for the Community Programs, reviews and evaluates work methods and procedures to ensure delivery.
- Meets with advisory committee and members of the community in developing new initiative and creating new service offerings, and provides direction to assigned staff.
- Develops and implements annual marketing plan for Community Programs.
- 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.
- 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.
- Promotes and maintains internal green purchasing policy and other sustainable business practices. 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.
- Performs other related duties as assigned.
- 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 have regular and reliable attendance and timeliness. Must show cooperation and respect to fellow employees and supervisors at all times.

SUPERVISORY RESPONSIBILITIES

The incumbent in this position provides direct supervision to two (2) employees and has oversight of the Community Education Department.

DESIRED MINIMUM QUALIFICATIONS

Knowledge of: Principles and practices of sales and marketing, public relations and communication principals and methods, recycling programs, community education and outreach.

Ability to: Analyze and make sound recommendations on complex management and administrative issues; plan, organize and direct the operations & administrative functions of the District; understand, interpret, explain and apply District policy and procedures; present proposals and recommendations clearly, logically and persuasively in public meetings; represent the District effectively in negotiations; develop and implement appropriate procedures and controls; prepare clear, concise and comprehensive correspondence, reports, studies and other

written materials; exercise sound, expert independent judgment within policy guidelines; establish and maintain effective and collaborative working relationships with staff and Board members, all levels of District management and subordinate personnel, other elected and appointed governmental officials, consultants, contractors, developers, vendors, employees, media representatives and the public; exercise tact and diplomacy in dealing with sensitive, complex and confidential issues and situations.

Training/Education/Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from an accredited college or university with a major in communications, marketing, business administration or a closely related field; or an equivalent combination of training and experience including responsibility for the formulation and implementation of programs, budgets, and administrative operations; or broad and extensive work experience in a management or administrative position in a private or public agency responsible for solid waste management, recycling, or landfill operations.

A master’s degree in public or business administration, or a related field, is highly desirable.

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 - While performing the duties of this class, employees are regularly required to sit; 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 - While performing the duties of this class, 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; observe and interpret people and situations; use math and mathematical reasoning; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks with constant interruptions; work under intensive deadlines and interact with Board members, all levels of District management, other elected and appointed governmental officials, consultants, contractors, developers, vendors, employees, media representatives and the public.

Work Environment - The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Employees work under typical office conditions, and the noise level is usually quiet.

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