

Addison County Solid Waste Management District

1223 Route 7 South, Middlebury, VT 05753

www.AddisonCountyRecycles.org

Job Description

PUBLIC OUTREACH COORDINATOR – FULL-TIME

REPORTS TO: District Manager

BASIC FUNCTION: The Public Outreach Coordinator promotes the understanding and value of specific waste reduction and diversion programs, including recycling, organics management, household hazardous waste/CEG waste diversion, and source reduction. The Public Outreach Coordinator assists District Manager and Program Manager with overall administrative and professional work in research, development, implementation, promotion, evaluation and maintenance of waste reduction and diversion programs consistent with the State and ACSWMD's Materials Management Plan.

CHARACTERISTIC DUTIES AND RESPONSIBILITIES:

- Performs responsible duties utilizing independent judgment in the planning and implementation of advertising, public education, public relations, public outreach and marketing campaigns to promote increased waste reduction and diversion in the ACSWMD;
- Makes frequent contact with haulers, businesses, institutions, schools, organizations and the general public, and effectively responds to situations that may challenge the District's mission, requiring a sophisticated degree of judgment, initiative, courtesy and tact;
- Has regular access to information on businesses, institutions, organizations, facilities and the general public relating to violations of the Waste Management Ordinance while providing non-regulatory technical assistance. Has access to confidential information included in the Waste Management Ordinance compliance records, solid waste hauler data and waste generator data;
- Works as part of an office team to assist visitors, field phone calls and provide information, as necessary;
- Creates program evaluation materials and periodic survey projects, and prepares reports to the Board of Supervisors and committees, using program evaluation tools to measure and interpret data;
- Represents the District on local and state committees and other organizations;
- Writes the District newsletters for electronic and/ or mail distribution to all residents and businesses, and contributes to the ACSWMD Annual Report;
- Designs brochures, logos, advertisements, posters, signs, informational stickers and flyers;

MISSION STATEMENT

(Adopted by Board of Supervisors, January 1996)

The Addison County Solid Waste Management District is a union municipal district that exists to cooperatively and comprehensively address the solid waste management interests of its member municipalities. The mission of the District is to:

- w Promote waste reduction and pollution prevention;
 - w Maximize diversion of wastes through reuse, recycling and composting;
 - w Provide for the disposal of remaining wastes; and
 - w Seek environmentally sound and cost-effective solutions in all of its programs, services, and facilities.
- Manages ACSWMD website including overall design, content and maintenance, and develops additional methods of promoting the District through social media;
 - Performs all other related work as assigned in order to comply with the ACSWMD's Materials Management Plan.

SUPERVISION RECEIVED:

Works under the general management guidance of the Program Manager and the District Manager, who establish the public outreach plans and priorities of the District.

ESSENTIAL DUTIES:

- Develops and maintains effective working relationships with local and regional officials, waste haulers, businesses, institutions and organizations;
- Responds to inquiries from member towns concerning outreach efforts at local events town drop-offs. Provides town clerks with inventories of recycling bins, brochures, etc.;
- Makes educational presentations to businesses, in class presentations at schools and meets with various community groups to develop their commitment to waste reduction and diversion;
- Assists Program Manager and District Manager with directing special events,(such as fairs, festivals, conferences, etc.), ceremonies, oral and visual presentations and workshops, media coverage, surveys and press releases, including the design and creation of signage, photos, videos and displays
- Interacts with all media (print, television and radio) to generate public awareness of the ACSWMD mission and regulations, using press releases, targeted mailings and other means; maintains event list serves and mailing lists;
- Procures grants and writes grant applications, requests for proposals, project reports and other documents, as required;

- Works with the Program Manager to develop and manage a business outreach program consistent with the ACSWMD Materials Management Plan;
- Plans, implements, promotes and evaluates multiple business waste reduction and diversion programs;
- Responds to business requests for waste reduction/ diversion assistance, recycling bins and composters or compost toters. Maintains inventory of recycling bins and composters / compost toters;
- Conducts waste assessments at businesses and institutions and provides technical assistance and market connections;
- Actively recruits businesses and institutions and schools to participate in the curbside food waste collection program;
- Designs and manages incentive grant programs for businesses, organizations and institutions;
- Provides information to businesses, organizations and institutions on waste management options in person, over the phone, via e-mail, or mail;
- Coordinates school assembly programs and procures assistance from consultants, if needed;

WORKING CONDITIONS

Often working in the field at businesses, institutions, solid waste facilities and community events. The remainder of work is performed at the Administrative Office, 8 AM – 4 PM, with flexibility to accommodate for evening and weekend work.

Good working conditions with occasional exposure to the unpleasant aspects of working with solid waste.

Occasionally required to work abnormal hours and on weekends, as needed, with frequent local travel.

Duties require occasional light to moderate physical effort.

Public speaking may be required at conferences, webinars, District Board meetings and other venues. Significant public contact is required in sometimes-stressful situations. Moderate levels of pressure and deadlines are a part of this position's work environment.

MINIMUM QUALIFICATIONS:

- Bachelor's Degree and experience in communications, marketing, community relations, journalism, environmental management, or any equivalent combination of education and experience;
- Familiarity with Windows-based software, spreadsheets, databases, presentation software programs and desktop publishing software;
- Experience with website development and/ or maintenance, and social media;

- Excellent written and verbal communication skills, and ability to promote understanding for a wide range of audiences, age groups and personalities;
- Strong planning and organizational skills;
- Knowledge of the principles of marketing, advertising and promotion;
- Some familiarity with solid waste issues and industry is helpful;
- Valid driver's license and access to vehicle for field work;
- Ability to function under pressure and meet deadlines while maintaining a cheerful and helpful attitude;
- Ability to work with minimal supervision, and to prioritize and organize the work schedule to work independently;
- Ability to resolve complaints utilizing diplomacy, discretion, persuasiveness and resourcefulness;
- Confidence in public speaking.

The above information is intended to describe the general nature of this position and is not to be considered a complete statement of duties, responsibilities and requirement