

Proposed Job Title: Outreach Coordinator

Reports to: Outreach Coordinator

Date prepared: March 12, 2015; updated July 7, 2015; updated September 25, 2017

Prepared by: Cassandra Hemenway

Classification and Salary Range: The Outreach Coordinator is a limited one year position at 30 hours per week, classified at grade 4 of the CVSWMD classification plan. The hourly wage is \$16.50-\$22.00. The Full Time Equivalent wage for this position is \$34,320-\$45,760, per year.

Summary: The Outreach Coordinator is responsible for working with the Zero Waste Outreach Manager to help in the outreach of district related events and programs. The Outreach Coordinator will specifically work on outreach related to CVSWMD Household Hazardous Waste and special collections, as well as Act 148 and Vermont MMP required outreach to businesses, including recruiting and training new business organics participants. The Outreach Coordinator will perform outreach-specific duties as required by the Outreach Manager, to include but not limited to: social media and website updates, advertising scheduling and updating, building and maintaining current databases and spread sheets and scheduling press interviews, scheduling presentations to municipal and community groups. Giving presentations and assisting with recycling and composting workshops will also be required. The Outreach Coordinator will also assist with community outreach at fairs, festivals and events as needed. **This position is a limited one year position at 30-hours per week.**

Typical Duties:

HHW and Special Event Advertising:

- Outreach to food scrap generators and signing on of new Business Organics Program participants
- Assisting with sales of CVSWMD's back yard composter program
- Answering questions and concerns via email and phone call from CVSWMD residents and businesses
- Assist in planning for CVSWMD events outreach and related materials
- Assist in design of outreach materials including tri-fold table toppers, brochures, flyers and handouts.
- Create annual HHW and special collection schedule and flyer
- Schedule HHW ads
- Attend HHW and special collection events for outreach purposes
- Attend fairs, festivals and events as a "tabler" providing information about CVSWMD programming to participants.

Business Outreach, work with the ZWOM to:

- Create and manage contact list of CVSWMD businesses
- Identify businesses for outreach purposes
- Help develop outreach materials and mailings
- Schedule site visits and assist in consulting with businesses to meet Act 148 requirements.
- Assist with Act 148 related outreach to businesses and organizations

Knowledge, Skills and Abilities Required:

- 1) A high-level of knowledge of Vermont solid waste management laws, policies and mandates.
- 2) Diplomatic and effective communication skills both with staff and the public
- 3) The ability to read, comprehend and follow both written and verbal instructions in order to implement District policies, procedures and safety measures
- 4) Digitally proficient and willing to learn new digital skills
- 5) Ability to work both independently and with others

Qualifications:

- 1) Minimum Bachelor's degree in marketing, communications, environmental or sustainable sciences or a related field (or equivalent experience)
- 2) Must be proficient in Microsoft Suite
- 3) Must be familiar and comfortable with social media
- 4) Excellent communication skills
- 5) Excellent organization skills and attention to detail
- 6) Excellent writing skills
- 7) Must have a valid driver's license

Additional Desired Skills:

- Experienced with Photoshop Elements and InDesign
- Telephone and customer service experience
- Passion for the mission of CVSWMD

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