



Public Relations and Outreach Coordinator

Approved: 10/14/2010

Revised/Updated: October, 2021

Reports to: General Manager

Summary

The Public Relations and Outreach Coordinator is responsible for communications and outreach for all District programming to meet the mission and goals of the District, including outreach requirements in the District's Solid Waste Implementation Plan (SWIP). The Public Relations and Outreach Coordinator works closely with the General Manager and other staff to strategically plan, develop, implement, coordinate and produce outreach campaigns and materials that communicate key messages with a focus on waste-diversion to all residents, businesses, schools, and other organizations within the District's 19-member towns. They effectively respond to situations that may challenge the District's image and reputation. The Public Relations and Outreach Coordinator is responsible for CVSWMD advertising, public relations, public outreach and marketing endeavors. This position oversees the District's zero-waste initiatives and develops the annual Outreach Program Plan.

CLASSIFICATION: The Public Relations and Outreach Coordinator is a full-time, permanent position classified at grade 6 of the CVSWMD classification plan.

TYPICAL DUTIES:

- The Public Relations and Outreach Coordinator is the District's in-house writer, editor and publisher. They frequently author articles, promotional materials, press releases and other outreach materials, prepare presentations, and work with other staff to develop such materials as needed to further the District's mission.
- Creates, manages and supervises all aspects of CVSWMD communications to ensure a clear and consistent message across all program areas, which includes the design of promotional materials, newsletters, advertising, the CVSWMD website, webinars, social media accounts, written materials. Also participates in-person at certain special events and projects.
- Drafts or edits periodic letters to the editor and/or articles in area newspapers and publications highlighting CVSWMD's waste reduction efforts.
- Develops the CVSWMD annual report in conjunction with the General Manager.

- Develops new methods of media to enhance public recognition of CVSWMD and its programming.
- Maintains a list of area publications that provide calendar listings and event list serves and posts notice of all CVSWMD events in all relevant sources.
- Creates Outreach program evaluation materials and manages periodic survey projects.
- Manages all contact with media representatives. The Public Relations and Outreach Coordinator is the point of contact, along with the General Manager for all media requests, for crafting messaging, and will work with the General Manager to respond to inquiries from the press.
- Manages tabling and other activities at events that will be valuable to the promotional efforts of the CVSWMD. This includes proactively reaching out to provide outreach and education to our 19 member towns, their transfer stations, town meetings, fairs, festivals, and other local events. The Public Relations and Outreach Coordinator will attend, or work with staff/Eco Americorps members/interns to schedule attendance, tabling, and other activities that may be valuable to the mission of the CVSWMD and its residents.
- Provides technical assistance on solid waste management to member towns, residents, businesses, institutions, and at regional events and event coordinators.
- The Public Relations and Outreach Coordinator may be called upon to represent the District at various types of meetings. They may attend meetings of the District Board of Supervisors, or Committees of the Board. Some of these occur in the late afternoon or evening hours. Meetings may require travel outside our District. They must be able to speak well in public, adequately express the mission and goals of the District, and conduct themselves well in a public setting, even when there may be controversy present.
- Other duties will be assigned by the General Manager in addition to or in lieu of those stated here.

WORKING CONDITIONS

Work is performed primarily in an office setting, between the hours of 8 AM and 4 PM. Frequent weekend and evening work will be required. Local and regional travel is required on a regular basis. The District allows for flexible scheduling to accommodate staff for evening and weekend work. Public speaking will occur at conferences, District Board meetings, and other venues. Moderate levels of pressure and deadlines are a part of this position's work environment. Work involves significant interactions with external customers (vendors, suppliers, organizational program participants and their contacts, collaborating enterprises and organizations) Significant public contact is required in sometimes-stressful situations. Moderate levels of pressure and deadlines are a part of this position's work environment.

Required Knowledge, Skills, and Abilities

- Computer proficiency and skill in operating basic office equipment is needed. Experience using Microsoft Office, Outlook and Excel is required.

- Proficiency or experience using Word Press, Survey Monkey, Canva, InDesign, or other graphic design software is a plus; able to oversee and produce content that is well-designed.
- Ability to learn new software programs and applications as may be required.
- Demonstrates ability to plan, organize, and multitask in an environment where priorities may change quickly.
- Has excellent written communications skills, exhibits meticulous attention to detail, can independently produce content that is error-free. Marketing experience is a plus.
- Has excellent verbal communication skills, especially in listening to and following directions, working with the public, and collaborating/working with other staff.
- Highly adaptable to changing priorities and job requirements.
- Works well independently and in a collaborative team environment.
- Experience writing, managing, and implementing grants is a plus, but is not required.

QUALIFICATIONS

Education and Experience: Minimum of a Bachelor’s degree in Community or Public Relations, Marketing, Journalism, Communications or Education, Environmental Studies, Sustainability, or a related field. Candidates may substitute up to 2 years work experience on a year-for-year basis in lieu of formal education. Knowledge of the Solid Waste Industry, Zero Waste concepts, environmental education, and related environmental issues is preferred.

Written Communications: The ability to communicate effectively in writing as appropriate for the needs of the audience. The ability to read and understand information and ideas presented in writing. The ability to disseminate information, sometimes complex in nature, and communicate information and ideas in writing, so others will understand.

Oral Communications - The ability to express ideas and facts to individuals or groups effectively; make clear and convincing oral presentations; listen to others and facilitate an open exchange of ideas.. The ability to listen to and understand information and ideas presented through spoken words and sentences. The ability to communicate information and ideas so others will understand. The ability to speak clearly, so others can understand you.

Budgeting: The ability to work with other staff to develop a prudent budget to meet the organization’s public relations and outreach needs. Considers the relative costs and benefits of potential actions to choose the most appropriate one.

Problem Sensitivity - The ability to demonstrate social awareness to anticipate potential issues that may arise and adjust one’s tact to affect the desired outcome.

Technical: Proficient with Microsoft Office applications (including Word, Publisher, Excel, Powerpoint, Outlook) and Word Press. Graphic design experience a plus.

Interpersonal Skills: Considers and responds appropriately to the needs, feelings and capabilities of others; adjusts approaches to suit different people and situations. Works well in a collaborative, team environment.

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 requirements.

Work may involve significant interactions with external customers (vendors, suppliers, organizational program participants and their contacts, grantor representatives, collaborating enterprises and organizations) and CVSWMD Board representatives.

A valid driver's license and a reliable source of personal transportation is necessary.

A criminal background check will be required.

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Central Vermont Solid Waste Management District is an equal opportunity employer.