Education and Outreach Manager

This position manages Resource Recovery’s public education and outreach activities, in support of waste reduction, recycling, composting, and proper waste disposal. It aims to extend the life of the Central Landfill through public education driven behavioral change. It includes management of our facility tour, educational presentation, instructional workshop, and event tabling programs as well as maintenance of the corporate website and social media platforms. The position frequently serves as a public spokesperson on these topics leading or assisting other staff members with associated media interviews, press and publicity events, and in responding to other public information inquiries as needed. It includes direct supervisory responsibility for a part time Education and Outreach Specialist, four Education and Outreach Facilitators, and a Character Interpreter.

Major Responsibilities and Activities

- Manage Resource Recovery’s education programs including on-site tours, off-site presentations, and outreach events, either directly or through subordinates.
- Regularly assess education and outreach practices and develop improved content, processes, and products for print and digital materials including video.
- Maintain and keep the corporate K-12 educational curriculum guide current.
- Maintain and keep the Materials Recycling Facility (MRF) Education Center exhibits current.
- Deliver presentations and tours directly to key audiences: trade conferences, environmental organizations, college courses, chambers of commerce, etc.
- Serve as content manager for Resource Recovery’s website, A-Z search tool and social media platforms including Facebook, Twitter, Instagram, and YouTube.
- Produce and distribute the corporation’s quarterly public newsletter.
- Develop and execute public outreach strategies/campaigns for timely and accurate dissemination of information addressing key waste reduction, recycling, composting, and proper disposal concerns.
- Manage the production of all outreach collateral, including print, TV, outdoor, online, and radio.
- Serve as corporate waste reduction, recycling, composting, and proper disposal spokesperson. Lead and assist others with related media interviews and associated interactions.
- Support the planning and execution of special events such as award ceremonies, press conferences, ribbon cuttings and groundbreakings.
- Respond to requests for waste reduction, recycling, composting, and proper disposal information from the general public via website, social media, phone, mail, and email, ensuring accurate and consistent messaging.
- Hire, train, supervise and motivate subordinate employees.
- Prepare the Education and Outreach Unit’s annual budget, manage associated procurement activities and vendor contracts and track expenditures.
- Manage special projects as assigned.
- Ensure the upkeep of the programs service delivery tracking database.
Minimum Requirements

- Bachelor’s degree in communications, education, public affairs, environmental studies, or a related field; Advanced degree preferred
- Minimum 5 years, experience in environmental program coordination, solid waste management, recycling, or related field
- Minimum 3 years demonstrated professional level supervisory/management experience
- Exceptional writing skills and verbal communication ability
- Ability to respond appropriately and maintain composure in difficult customer service situations and maintain a high level of professionalism
- Ability to develop strong professional relationships with employees, vendors, and many constituencies
- Must be comfortable making presentations to groups of various sizes and demographics
- Proficiency in Microsoft Excel, Word, PowerPoint, Publisher
- Proficiency in managing content and data analysis on social media platforms such as Facebook, Twitter, and Instagram, etc., and in managing electronic newsletters platforms, such as MailChimp
- Intermediate skill level in Adobe Photoshop, Illustrator, and InDesign
- Read, write, and speak English; multilingual skills a plus
- Must have a valid driver’s license and vehicle for travel

Working Conditions

Office working conditions with potential minimal exposure to the elements.

Physical Exertion

Little physical exertion is required.

If you’re interested and you meet the minimum qualifications, we’d love to talk to you. Please email your cover letter and resume to humanresources@rirrc.org by Friday, October 18, 2019.