



**CITY OF SANTA CRUZ  
WASTE REDUCTION ASSISTANT**

**Reports to** Management Analyst or Superintendent of Resource Recovery  
**Supervises** May provide direction to volunteers and interns  
**Bargaining Unit** Service

**BASIC FUNCTION**

Under general supervision, assists in the planning, organization, publicizing and conducting of public education and promotional programs for waste reduction and recycling, household hazardous waste disposal, pollution prevention and related areas; writes articles and press releases for the media, websites and newsletters; works with residents and representatives of schools, businesses, organizations, and multi-family complexes to assist them in identifying waste reduction and recycling problems and opportunities; develops display materials for special events; responds to questions and phone calls from the public regarding resource recovery programs; and performs other related work as assigned.

**DISTINGUISHING CHARACTERISTICS**

The **Waste Reduction Assistant** is the journey level classification in the Waste Reduction series. This classification is responsible for assisting with the development, implementation and outreach of various recycling and waste reduction programs, making presentations to businesses, schools and community groups, performing general clerical tasks and providing routine information to the public. This classification is distinguished from the next higher classification of Management Analyst-Waste Reduction in that the latter is responsible for the more technical and complex projects and programs and oversees the work of the Waste Reduction Assistant.

**TYPICAL DUTIES** *(May include, but are not limited to, those duties listed below.)*

- Schedules, plans and makes presentations related to waste reduction and recycling to schools, businesses and community groups; sets up meetings to identify appropriate methods and needs for outreach; develops presentation materials and displays; schedules and conducts tours of resource recovery facilities for various groups.
- Identifies creative and effective methods to assist businesses, schools and residents including multi-family complexes in identifying waste reduction and recycling opportunities; assists in identifying target businesses and groups for outreach efforts; assists in developing strategies for outreach to targeted groups; develops presentations and materials for outreach.
- May work with collections staff and Resource Recovery Facility staff to identify routes and customers with high potential for contamination in carts and containers.
- May conduct field inspections of customer carts and containers to identify contamination problems and improper use; maintains records and prepares notices and correspondence related

**City of Santa Cruz  
Waste Reduction Assistant**

to improper use; contacts customers in person, by phone or by sending information to educate them and change behaviors.

- Develops display materials for special events; assists in identifying potential locations for educational/informational displays on waste reduction and recycling; plans and prepares displays ensuring age and interest appropriateness; may staff display booths to answer questions and distribute information.
- Prepares or assists in the preparation of a variety of written materials, including brochures, advertisements, surveys, newsletters, web pages, social media posting, reports, and correspondence; researches and writes outreach and promotional articles and press releases; distributes informational materials and educational brochures related to waste reduction and recycling to the public; assists in gathering information for, and writing portions of, grant applications.
- Provides clerical support; answers phones; responds to public inquiries; makes meeting arrangements; assists in the coordination of special events, including the scheduling of presenters.
- Provides direction, coordination and training to volunteers and interns.
- Assists with presentations to the Public Works Commission or City Council.
- May represent the Management Analyst - Waste Reduction at meetings.

**WORKING CONDITIONS**

Position requires prolonged sitting; standing and walking on level and uneven surfaces; reaching, twisting, turning, kneeling, bending, squatting and stooping; and working indoors and outdoors. This position also requires grasping, repetitive hand movement and fine coordination in using a computer keyboard. Additionally, the position requires near and far vision in reading written materials and a computer monitor. Acute hearing is required when providing phone and personal service. The need to lift, drag and push display boards, folding tables, presentation materials, files, paper and documents weighing up to 25 pounds also is required. This position requires giving tours outdoors at the resource recovery facility and inspecting refuse and recycling containers which involve being around heavy equipment, tools and machinery and may expose the incumbent to fumes, hazardous materials, odors, dust, rain, mud and slippery conditions. Incumbent may be required to climb ladders to reach stored supplies and put up displays. The nature of the work may also require the incumbent to drive motorized vehicles. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

**MINIMUM QUALIFICATIONS**

**Knowledge:**

- Standard office practices, procedures and equipment.
- Proper grammar, spelling, punctuation and business correspondence format.

**Abilities:**

- Effectively assist in the planning and coordination of programs and events.
- Plan, prepare and present educational programs appropriate to specific audiences.
- Learn about regulations, services and programs related to waste reduction and recycling.

**City of Santa Cruz  
Waste Reduction Assistant**

- Use computer applications such as word processing, spreadsheet, desktop publishing programs and presentation software.
- Understand, interpret, apply and explain policies and procedures.
- Interpret and communicate technical information to non-technical groups and individuals.
- Make effective oral presentations.
- Prepare written reports, correspondence, procedure manuals, brochures and educational materials.
- Proofread for spelling and typographical errors.
- Make sound decisions within established guidelines
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships.
- Work cooperatively as a member of a team.
- Work independently, within established guidelines.
- Follow written and oral directions
- Operate a camera to take photos for publications.
- Observe safety principles and work in a safe manner.

**OTHER REQUIREMENTS**

- Willingness to work occasional evenings and weekends, as required.

**EDUCATION AND EXPERIENCE**

Any combination of education and experience that provides the required knowledge, skills and abilities combined with any required licenses is qualifying. A typical way to obtain the required qualifications is to possess the equivalent of the following:

- High school graduation or equivalent; and
- Two years of experience providing public information and/or public education. Successful completion of one year of college level coursework in marketing, public administration, education, environmental studies, journalism or a related field or one year of experience in environmental education or resource management may substitute for one year of the required experience.

**LICENSES**

- Possession and continued maintenance of a valid California driver's license and a safe driving record.

**DESIRABLE QUALIFICATIONS**

- Principles and practices of environmental education and/or resource management.
- Principles and practices of integrated solid waste management.
- Skill to type 45 words per minute.
- Ability to speak Spanish.

**City of Santa Cruz**  
**Waste Reduction Assistant**

Classification No.: 225  
Date of Issue: 12/05  
Supersedes: NEW  
Update: 7/14

**Career Ladder**

- Superintendent of Resource Recovery
- Management Analyst- Waste Reduction assignment
- *Waste Reduction Assistant*