CITY OF SANTA CRUZ
WASTE REDUCTION COORDINATOR

Reports to: Public Works Operations Manager
Supervises: Waste Reduction Assistant, volunteers and interns
Bargaining Unit:

BASIC FUNCTION

Under general direction, develops, plans, organizes, publicizes and conducts City-wide waste reduction programs, including public education and promotion for solid waste source reduction and recycling, household hazardous waste disposal, pollution prevention, and related areas; develops, reviews and recommends policies, procedures and programs; provides information to the public about environmental programs and services administered by the City; creates, plans and coordinates special events; develops, designs and produces printed materials; directs, trains and evaluates subordinate staff, volunteers and interns; and performs other related work as assigned.

DISTINGUISHING CHARACTERISTICS

The **Waste Reduction Coordinator** is the advanced journey level and lead worker classification in the Waste Reduction series, in which incumbents are expected to exercise independent judgment and decision making skills and perform routine tasks with minimal supervision and instruction. This classification is distinguished from the next lower classification of Waste Reduction Assistant in that the latter is a journey level classification which provides program support while the former is responsible for developing, coordinating and assisting with long-range planning of programs and projects, administering the more technical and complex projects and programs; and overseeing the work of the Assistant.

TYPICAL DUTIES *(May include, but are not limited to the following):*

- Develops, implements and updates the City's waste reduction and recycling programs; participates in the development and implementation of policies and procedures related to waste reduction and recycling; evaluates effectiveness of programs and makes recommendations for improvement; interprets rules and procedures related to City environmental programs and services; assists in long-range planning for the program.
- Provides technical expertise in the areas of solid waste recycling, source reduction and resource recovery; provides general staff support to the City in the areas of solid waste reduction and recycling; investigates issues and offers resolution to complaints or problems; responds to public inquiries related to city refuse and recycling programs.

- Researches, develops, plans, organizes, conducts and evaluates public information and outreach campaigns related to City environmental programs and services designed to increase awareness and involvement in solid waste recycling and resource reduction issues; develops marketing strategies to encourage the general public and business participation in recycling and resource reduction programs.
- Coordinates the recycling program for City schools, businesses and the public; responds to businesses, outside agencies and the public to set up recycling programs; makes site visits and makes recommendations to initiate program and train users.
- Develops and designs program presentations, tours, displays and demonstrations for a variety of audiences; plans, promotes and coordinates special events, school presentations and community events; develops appropriate educational materials; makes presentations to the City Council, Public Works Commission, businesses, professional groups and the public; schedules and coordinates staff and volunteers to make presentations.
- Performs and/or oversees the design, layout, writing, translation to alternate languages, and printing of brochures, advertisements, posters and various other educational and graphic materials for release to the public.
- Prepares a variety of reports, surveys, correspondence, articles, press releases and media materials; may prepare staff reports for council approval.
- Monitors program budget and makes budget recommendations for program needs; purchases supplies for assigned programs; negotiates with vendors for services and products; researches potential grant funding sources; prepares grant requests and administers and monitors approved grant programs.
- Remains aware of environmental issues and new legislation through research, attending professional seminars and reading technical journals and relevant newsletters.
- Directs, trains, assigns and evaluates the work of staff, contractors, volunteers and interns.

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. Some of these requirements may be accommodated for otherwise qualified individuals requiring and requesting such accommodations.

MINIMUM QUALIFICATIONS

Working knowledge of:

- the principles and practices of program development and administration.
- principles and practices of providing public information and/or environmental education.

- graphic design, layout, printing and editing.
- standard English grammar, spelling, and punctuation.

Some knowledge of:
- principles and practices of local government services and administration.
- principles and practices of integrated solid waste management.

Ability to:
- develop, plan and coordinate programs and events.
- evaluate program needs to identify more efficient and effective methods of operation.
- interpret and communicate technical information to non-technical groups and individuals.
- effectively organize, direct and review the work of subordinate staff, contractors, volunteers and interns.
- make effective oral presentations.
- prepare reports, surveys, correspondence, articles, press releases and media materials.
- use personal computer applications such as word processing, desktop publishing programs, and presentation software.
- research, interpret and evaluate information and make appropriate recommendations.
- interpret, apply and explain policies and procedures.
- exercise good judgment and tact in applying policies and rules to specific situations.
- make sound decisions within established guidelines.
- work independently and in the absence of direct supervision.
- communicate effectively, orally and in writing.
- maintain accurate records.
- establish and maintain effective working relationships.
- observe safety principles and work in a safe manner.

Willingness to:
- work evenings and weekends, as needed.

Education and Experience:
Any combination of education and experience that provides the required knowledge, skills, and abilities may be qualifying. A typical way to obtain these qualifications would be:
- A Bachelor's degree in Public Relations, Communication, Education, Environmental Resources, or a related field; and one year of experience closely related to the duties of this position, including some coordination and promotion of programs and events. Experience may substitute for education on a year-for-year basis.

Licenses:
Possession and continued maintenance of a valid California Class C driver's license and a safe driving record.

DESIRABLE QUALIFICATIONS

- Working knowledge of the principles and practices of Integrated Solid Waste Management
- Coursework in Integrated Solid Waste Management.
- Bilingual speaking and writing skills in English and Spanish.

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