



## **Environmental Outreach Coordinator – Programs Assistant**

### **Definition**

Under the direction of the Environmental Programs Manager and the Sustainability Manager, this position will create, plan, develop, organize, coordinate, track and evaluate community educational services and products for the City's suite of environmental and sustainability outreach programs, initiatives and grant-funded projects. To achieve the City's goals this position will make presentations, host community events and provide incentive, support, training, and on-site technical assistance to local businesses and organizations, schools, students, teachers, residents and city staff related to, but not limited to, recycling, composting, zero waste initiatives, replacement of disposable products with reusable products, watershed protection, water conservation, green infrastructure, green business certification, pollution prevention, litter reduction, alternative transportation, climate change mitigation and adaptation, energy efficiency, air quality, growing greener schools and growing greener neighborhoods. The position will participate in countywide and regional meetings with various agencies, organizations and community groups and will develop, implement, track and evaluate programs to enhance community sensitivity, awareness and participation in environmental and sustainability initiatives.

This position requires an energetic self-starter with excellent communication and diplomacy skills, the ability to share work and work closely and compatibly with several team members, an awareness and appreciation of the cultural diversity of the community, the creativity to design compelling campaigns, the interpersonal skills to work across city departments and divisions as well as with outside agencies and the general public to drive behavior change and the foresight and fortitude to achieve tangible results.

### **Typical Job Functions**

*Management reserves the right to add, modify, change, or rescind the work assignments of different positions and to make reasonable accommodations so that qualified employees can perform the essential functions of the job.*

Assist Environmental Programs Manager and the Sustainability Manager as directed.

Create purchase and service agreements, request payment of invoices.

Prepare presentations and develop compelling educational materials to drive behavior change, raise awareness and clarify regulatory requirements across all sectors (municipal, residential, commercial).

Provide outreach and support through direct contact in the community, in local schools and college classrooms, at city counters, workshops and community events.

Inventory communication tools available for engaging the public and develop gap analysis based upon program needs and tools available in-house.

Survey, evaluate and recommend software and/or a method to organize a broad spectrum of contact information related to community outreach (business, residential, school, college, vendor and partnering agencies, municipalities and organizations).

Develop a method of sorting, organizing and storing a vast collection of photographs in a central location which is readily accessible to staff in other divisions and departments as well as to environmental and sustainability staff.

Inventory, organize and stock outreach materials, models and tools for events and presentations.

Develop and implement a strategic approach to community outreach including campaigns, branding, and messaging.

Evaluate opportunities and develop a plan to integrate Community Based Social Marketing strategies to drive behavior change.

Represent the City at countywide community outreach meetings and make presentations to public interest groups, city personnel, businesses, organizations and other agencies as directed.

Plan, schedule, coordinate, manage and advertise the City's annual citywide garage sale and the City's annual Earth Day and Arbor Day Festival.

Assist with development of draft ordinances and revisions to the municipal code as directed.

Create newsletters, web articles, flyers, brochures, presentations and press releases.

Manage volunteer recruitment using the City's volunteer portal and create volunteer incentives to build team of ongoing service and event support.

Maintain grant database and seek grant opportunities and develop relevant grant applications to expand existing city environmental efforts and access technical assistance where needed.

Monitor requirements of environmental grants and regulatory requirements and provide monthly updates and summaries to supervisors, and data to grantors and regulators according to reporting timelines.

Collect a broad range of environmental and sustainability data, maintain records, provide public information upon request and data to other agencies as appropriate.

Rigorously track outreach engagements using customer relationship management tools (CRM) and analytics.

Track community engagement, customer suggestions, phone calls, site visits, responses, challenges and resolutions to enhance effectiveness through continuous improvement and adaptive management of assigned projects.

Input, manage, analyze and evaluate applicable projects' data to identify trends, inconsistencies, achievements and/or deficiencies.

Collect a broad range of environmental and sustainability data, maintain records, provide public information upon request and data to other agencies as appropriate.

Respond to a wide variety of customer service calls and informational requests.

Respond professionally, sympathetically and effectively to complaints received by phone or email and conduct first level of investigation to achieve resolution in partnership with involved departments, divisions and/or external service partners.

Coordinate response to calls and emails with appropriate inter-departmental or divisional staff and external agencies to ensure prompt investigation, resolution and report-back to initiating party.

## **Qualifications**

### **Knowledge of:**

Community outreach, engagement and marketing techniques and aligned civic media (e.g. web, social media, Apps, etc.) and design tools (e.g. Adobe Creative Suite) to create City environmental campaigns; Behavioral change, community-based social marketing and emerging approaches to foster participation and generate outcomes across environmental initiatives; pertinent federal, state and local laws, codes, regulations and agreements; climate change science and associated mitigation and adaptation strategies; energy and water conservation techniques; commute alternatives; and progressive materials management methods; principles and practices of record keeping and data management and familiarity with current database; methods and techniques of data collection, research, and report preparation; principles and practice of program development; organization and operation of municipal government; office procedures, methods, and equipment including applicable software applications; City contracting process and procurement language; principles and practices used in grant development and administration; principles and practices of customer service; principles of business letter writing; English usage, spelling, grammar, and punctuation.

### **Ability to:**

Plan, organize, coordinate, administer, and evaluate assigned environmental projects; review documents and reports for completeness and accuracy; communicate clearly and concisely, both orally and in writing and in both a conversational and technical voice; conduct accurate and thorough research and prepare clear, complete, concise reports; understand and apply administrative and departmental policies, procedures and agreements as well as applicable federal, state, and local policies, laws, regulations and initiatives; input, manage, analyze and evaluate applicable programs' data to identify trends, inconsistencies, achievements, and/or deficiencies; work both independently and autonomously on projects as assigned and with internal and external teams and groups on various programs; respond tactfully, clearly, concisely, appropriately and in a timely manner to inquiries from the public, City staff, or other agencies on sensitive issues in area of responsibility; represent the City in a professional manner when working with other agencies, community groups, and the general public; establish and maintain effective working relationships with those contacted in the course of work; grow and nurture

collaborative relationships with a variety of internal and external partners; design and implement community programs and connected outreach campaigns; plan, organize, coordinate, administer, and evaluate assigned projects; independently prepare correspondence and memoranda; operate office equipment including software applications; adapt to changing technologies and learn functionality of new equipment and systems; demonstrate an awareness and appreciation of the cultural diversity of the community; suggest procedures to improve assigned program services and activities;

**Education and Experience**

*Any combination of experience and training that would provide the required knowledge and abilities is qualifying. A typical way to obtain the required qualifications would be:*

A Bachelor’s degree from an accredited college or university with major course work in public administration, business administration, environmental science, or a related field.

Two years of experience in environmental science, physical science, engineering, or related field. Three to five years preferred. Program and community outreach experience supporting climate, energy, water conservation, stormwater management, waste reduction, recycling or transportation initiatives. Administrative experience related to environmental compliance programs is desirable. Public sector experience a plus.

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