



JOB DESCRIPTION

Position Title:	<u>Community Outreach Manager</u>	Department:	<u>Community Relations</u>
FLSA Status:	<u>Exempt (Salary)</u>	Reports To:	<u>Director of Community Relations</u>
Effective Date:	<u>October 2019</u>	Working Status:	<u>Full Time</u>

Job Summary:

The Community Outreach Manager focuses on advancing community awareness of and engagement with LCSWMA, including such focus areas as the Integrated System, LCSWMA's projects and initiatives, career opportunities, and more. Additionally, this position is responsible for creating opportunities for community members to engage with LCSWMA through its facilities tour program, stakeholder meetings, community education, and event outreach.

Job Responsibilities:

- Advance LCSWMA's mission, philosophy, and commitment to the community by embracing these values and demonstrating them in your everyday activities
- Develop and execute a comprehensive community outreach plan, in-line with LCSWMA's Community Relations strategy, to increase awareness and drive engagement with a variety of key audiences. The plan should include specific strategies to reach different audience segments with appropriate and tailored activities.
- Manage LCSWMA's event outreach activities and experiences, including both special events that LCSWMA hosts and community events in which LCSWMA participates. Responsibilities include establishing annual calendar of events, coordination of logistics, event staffing, developing event messaging, and presentations.
- In collaboration with Community Relations team members, develop presentations, educational lessons, and related learning materials (ex: event booth activities, educational literature, giveaways, etc.) for use in outreach activities.
- Coordinate meetings and related activities with LCSWMA stakeholders, including the Citizens Advisory Committee, hauling customers, Manor Township residents, and others as directed. Responsibilities include coordination of logistics and development of presentations and related materials (ex: agendas, presentation handouts, educational literature, etc.).
- Manage LCSWMA's facility tours program to grow awareness around key activities of LCSWMA, including coordination with educational institutions and related industry groups, in addition to opportunities for the general public.
- Proactively seeks opportunities and for hands-on experiences (events, tours, presentations, workshops) for LCSWMA participation with an expectation of growing the number and type of activities and audiences and people engaged through these experiences.
- In collaboration with Community Relations Department colleagues, create opportunities to engage LCSWMA's workforce in community outreach activities, such as tours and events.
- Develop and maintain inventory of community outreach materials (event booth and supplies, give-a-ways, literature, outreach collateral, presentations, other physical and digital materials) to ensure LCSWMA has a robust resource and inventory of community outreach tools and supplies.
- Manage LCSWMA staff volunteers, community volunteers, and Community Relations Interns, as needed, in planning and execution of community outreach activities.
- Advance understanding of LCSWMA, recycling, and best waste management practices through speaking engagements.
- Identify and develop opportunities to collaborate with community partners, including special events, meetings, tours, and development of specialized educational programming and materials.
- In collaboration with the Human Resources Department, plan and facilitate outreach activities, experiences, and opportunities that advance awareness of careers in the solid waste industry and at LCSWMA, including speaking engagements, specialty tours, and job/career fairs.



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- Establish measurements and metrics to assess the effectiveness of Community Outreach activities. Reports on these metrics and makes recommendations for improvement and new strategies to accomplish goals.
- Develop and manage Community Outreach aspects of annual Community Relations budget.
- Incorporate environmental and physical safety into all community outreach activities through awareness and education, along with development of relevant safety protocols.
- Project a positive image of all aspects of LCSWMA in order to achieve trust and respect from the community.
- Support a culture of safety by performing all responsibilities in accordance with LCSWMA safety policies and procedures and take a proactive approach to ensure a safe working environment for employees and customers.
- Perform all work within Environmental Management System policies to ensure compliance with the procedures.

Education, Training, Certification or Experience:

- Bachelor's Degree with 5-7 years of experience in similar position or related field or a comparable combination of education and experience.
- Bachelor's degree in Communications, Public Relations, Education or related field.

Technical Competencies:

- Excellent public speaking, verbal and written communication skills.
- Excellent interpersonal skills.
- Excellent organizational, planning, and project management skills.
- Excellent computer skills (Word, Excel, PowerPoint).
- Self-motivated and professional approach to management.
- Wide degree of creativity and ability to find creative approaches to projects.

Behavioral Competencies:

- **Business Perspective:** Understands the business context in which they are operating that informs planning and decision making. Specifically, understands the organization; for example, making efforts to learn about issues relating to other parts of the business.
- **Drive for Results:** Focuses on assessing, measuring and improving performance. Shows drive and determination to meet short- and long-term goals. Specifically, improves performance; for example, enhancing and improves the efficiency and effectiveness of processes.
- **Conceptual Thinking:** Thinks through issues by seeing the pattern or big picture, brings facts and ideas together, and develops innovative or creative insights. Specifically, sees patterns or trends; for example, spotting recurring problems.
- **Collaborative Influence:** Win the hearts and minds of others across boundary collaborations and to do the right thing, regardless of formal authority. Specifically, invites individual cooperation; for example, inviting the sharing of alternative solutions or viewpoints.
- **Customer Focus:** Identifies and meets the needs of internal and external customers, being continually focused on outcomes for customers. Specifically, customizes solutions; for example, recommending or adapts products, services or solutions to address the customer's real needs.



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I have read and understand the above position description. This job description is not intended to be, and should not be construed as, an all-inclusive list of responsibilities, skills efforts or working conditions associated with the position. I understand that it does not constitute an employment contract, that my employment is at-will for an indefinite period of time, and that the organization may change wages, benefits, conditions and responsibilities at any time.

Employee Name: _____ **Signature:** _____ **Date:** _____

Manager Name: _____ **Signature:** _____ **Date:** _____