



Winnebago County
The Wave of the Future

JOB POSTING

POSITION TITLE: Education and Outreach Specialist

LOCATION: Solid Waste

HIRING RANGE: \$54,493 - \$60,548/Yr.

STATUS: Full time

HOURS PER WEEK: 40

WORK HOURS: 7:00 am – 3:30 pm

APPLICATION DEADLINE: Recruitment will be ongoing

Current Winnebago County employees interested in applying for this position will need to complete the Winnebago County Application for [Departmental Transfer/Position Change](#) form. Other parties interested in applying for this position will need to complete the [Winnebago County Application for Employment](#).

WINNEBAGO COUNTY POSITION DESCRIPTION July 2023

POSITION TITLE: Education and Outreach Specialist

DEPARTMENT: Solid Waste

PAY BASIS: Salaried

PURPOSE AND SUMMARY:

Performs educational and outreach activities to promote Solid Waste Department programs and services. Contributes to Tri-County recycling education & outreach program.

ESSENTIAL FUNCTIONS:

1. Promotes Solid Waste Department programs through presentations, advertising and other forms of public relations. Develops and maintains brochures, news releases, social media accounts, websites, and other forms of promotional and outreach tools. Develops and coordinates implementation of education and outreach plans.

2. Acts as a Solid Waste Department liaison for Winnebago County Signing Municipality Program to provide guidance in managing recyclable materials, developing educational programming, performing waste and recycling audits and organizing grant projects.
3. Represents Winnebago County as contributing partner in operation, management, and educational aspects of Tri-County Recycling program.

ADDITIONAL ESSENTIAL DUTIES:

1. Develops and manages public relations and education including conducting public presentations, on-site interaction with facility users, performing tours, developing public education programs, writing and developing brochures, newsletters, videos, social media posts and other methods to conduct outreach.
2. Provides technical and educational support to Winnebago County departments, municipalities, businesses, and institutions to promote effective recycling and diversion programs.
3. Researches, prepares, and administers state and federal recycling, diversion, and hazardous waste grant applications for the Solid Waste Management Board (SWMB) and municipalities; coordinates municipality participation in Wisconsin Department of Natural Resources (WDNR) recycling efficiency incentive grant program.
4. Responsible for monitoring local, state and federal solid waste/recycling legislation and State budget funding; prepares resolutions for SWMB approval.
5. Maintains Solid Waste Department website, promotional materials, social media accounts and advertising plan.
6. Skillful in establishing partnerships and relationships with customers, vendors, staff, volunteers, community organizations and partner agencies.
7. Assists with Solid Waste office duties including back-up scale operations, answering and routing telephone calls and staffing the public information desk.
8. Performs other related duties as may be assigned.

WORK RELATIONSHIPS:

1. Reports to Solid Waste Operations Manager.
2. Works with general public, municipalities, vendors, other County departments, and Tri-County Recycling Program staff.

REQUIRED EDUCATION, EXPERIENCE, TRAINING, AND CERTIFICATION:

1. Associate's degree or higher with major course work in Marketing, Environmental Studies, Waste Resource Management, Public Administration or other related field.
2. Some work experience in solid waste management, recycling, or a related field.
3. A combination of education and experience that provides the skills necessary to perform the job may be substituted for the education or experience requirement.
4. Possess current valid Wisconsin driver license and minimum automobile insurance coverage as required by County.

KNOWLEDGE, SKILLS, AND ABILITIES:

1. Knowledge of techniques, principles and development of promotions, advertisement and presentations of a government agency.
2. Ability to communicate effectively in oral and written form to a variety of audiences.
3. Ability to maintain accurate and complete records and to prepare clear and detailed reports.
4. Ability to identify target audience and to develop appropriate multi-media outreach materials through print, video, audio, digital, web and social platforms.
5. Knowledge of the application and development of grants.
6. Ability to establish and maintain positive relationships with fellow employees, administrative officials, various committees and boards, customers and general public.
7. Ability to work effectively and efficiently with limited supervision.
8. Computer skills including familiarity with Microsoft Office applications and the ability to learn and use graphic design applications.

PHYSICAL REQUIREMENTS:

1. Ability to perform most work from a sedentary position.
2. Ability to function in situations encountered in a normal office setting.
3. Ability to use standard office equipment including multi-line telephone, computer, printer, photocopier, fax and scanner.
4. Ability to travel to other County Departments and locations.