

**Oro Loma Sanitary District**  
2655 Grant Avenue  
San Lorenzo, CA 94580  
(510) 276-4700

## **COMMUNITY ENGAGEMENT AND OUTREACH SPECIALIST**

### **DEFINITION**

Under the direction of the Administrative Services Manager, the Community Engagement and Outreach Specialist develops and implements public education and community engagement programs that promote the District's services and environmental initiatives. The position focuses on increasing awareness, driving behavior change, and supporting compliance with environmental mandates by engaging residents, businesses, and schools with outreach tailored to the diverse cultures and languages in the District.

### **SUPERVISION EXERCISED**

None.

### **IMPORTANT AND ESSENTIAL DUTIES**

1. Develop, implement, and evaluate educational campaigns.
2. Plan and coordinate community events, school visits, workshops, and presentations.
3. Prepare and distribute multilingual outreach materials, including flyers, brochures, and social media content.
4. Maintain and update the District's website content.
5. Represent the District at public events, neighborhood meetings, and school activities.
6. Build relationships with local organizations, businesses, schools, tenants, property managers, and community leaders to support District programs.
7. Ensure outreach efforts are inclusive and culturally relevant.
8. Assist in implementing and tracking outreach requirements for SB 1383 and other mandates.
9. Maintain accurate records of outreach activities, public interactions, and outcomes.
10. Support data collection and reporting for compliance and program evaluation.
11. Create engaging content for social media, e-newsletters, and ads.
12. Collaborate with the District staff to ensure consistent messaging aligned with District goals.

13. Assist in developing creative campaign strategies and visual materials using design software.
14. Provide technical assistance to residents, businesses, schools, and community groups on compliance with State and local environmental requirements.

## **JOB RELATED AND ESSENTIAL QUALIFICATIONS**

### **Knowledge of:**

- Principles and best practices of community outreach, marketing, and public education.
- Concepts related to zero waste, recycling, composting, and environmental sustainability.
- California environmental regulations as they relate to public education, outreach, and compliance communication in solid waste and wastewater services.
- Effective public speaking, facilitation, and presentation techniques.
- Basic graphic design, layout principles, and multimedia content development.
- Principles of diversity, equity, and inclusion in community engagement efforts.
- Structure and functions of local government and public agency operations.
- Proficiency in computer applications, including Microsoft Office 365, database management, and web-based reporting systems.
- Familiarity with AI tools and digital platforms such as Canva, ChatGPT, and other emerging technologies used in communications and outreach.

### **Ability to:**

- Develop, coordinate, and implement effective public education and community outreach programs.
- Communicate clearly and persuasively in both oral and written forms for diverse audiences.
- Plan, organize, and execute events and manage multiple projects with strong attention to detail and deadlines.
- Work independently while also collaborating effectively with internal teams, community groups, and external stakeholders.
- Use Microsoft Office applications proficiently; experience with Canva, Adobe Creative Suite, and social media platforms is highly desirable.

## **EXPERIENCE AND EDUCATION GUIDELINES**

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

**Experience:**

At least three years of experience in public education, community outreach, communications, or environmental programming. Experience working with diverse communities is highly desirable.

**Education / Training:**

Equivalent to a Bachelor's degree from an accredited college or university with major coursework in communications, environmental studies, education, public administration, or a closely related field.

**License or Certificate:**

Possession of, or the ability to obtain, a valid driver's license, and a motor vehicle record that meets the District's driving standards.

**WORK ENVIRONMENT/PHYSICAL DEMANDS**

The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of the job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The duties of this position involve a combination of office-based tasks and fieldwork, including attendance at community events during weekdays, evenings, and occasional weekends. While performing the responsibilities of the job, the employee is frequently required to sit, stand, walk, stoop, crouch, and engage in repetitive hand movements. Regular use of hands and arms is necessary for handling materials and equipment, as well as for communication tasks such as speaking and listening. The employee may occasionally be required to lift or carry outreach materials weighing up to 25 pounds. Visual requirements include close vision and the ability to adjust focus. The typical work environment is quiet, though outdoor conditions and moderate noise levels may be encountered during community engagement activities.

Effective Date: June 10, 2025