

SOLID WASTE BUSINESS AND PROGRAMS ADMINISTRATOR

JOB DESCRIPTION

Classification Responsibilities: A Solid Waste Business and Programs Administrator is responsible for developing, implementing, and promoting integrated solid waste and recycling outreach programs and developing a comprehensive and aggressive business plan to increase the City's recycling diversion rate through collection of the best quality of recyclable materials and to obtain additional commercial business market share of refuse and recycling accounts in Mesa. The Solid Waste Business and Programs Administrator routinely monitors commercial accounts and revenues; targets new ways to retain commercial accounts and penetrate new markets; and calculates, assesses, and creates strategic pricing plans to secure commercial accounts and determine sustainable rates for competing effectively in the market against private haulers. This class supervises the Solid Waste Services Representatives who actively secure new commercial accounts and maintain existing commercial accounts to meet the City's financial obligations. This class provides oversight for the Department's roll-off rental program and is responsible for the financial vitality of the program. This class supervises the Customer Service Supervisor who manages the Department's customer service Contact Center.

An employee in this class is a member of the executive team in the Department and is responsible for representing the programs and services provided by the Department and serving as an information resource for elected officials, City management, businesses, non-profit organizations, news media, community groups, residents and customers of Mesa. This class also supervises Quality Assurance Inspectors who evaluate the quality of residential and commercial recycling disposal practices by investigating and enforcing compliance with the City's recycling programs and solid waste rules, regulations, and policies as well as Marketing/Communications Specialist IIs who implement recycling programs and education materials and provide public information related to solid waste and recycling initiatives. Other duties performed by this class include: monitoring recycling composition audits with contracted Material Recovery Facilities (MRFs); establishing new recycling programs (example: electronics recycling, expanded appliance recycling, etc.), enhancing and maintaining existing programs such as Clean Sweep Green/Sweep (which serves Mesa residents and City Departments for community cleanup events, task force initiatives, and other programs related to household cleanup), internal and external programs that may be implemented based on a Council Strategic Plan; and promoting recycling and marketing to Mesa residents through partnering with other municipalities and local partners to heighten Mesa's recycling awareness. This position performs related duties as required.

Distinguishing Features: This classification has been designated as a non-classified, non-merit system, at-will position. The incumbent may perform evening and weekend work in conjunction with solid waste/recycling programs or demonstrations at community events, schools, fairs, trade shows and workshops or when monitoring recycling composition audits. The incumbent in this class has full supervisory responsibility over professional, supervisory, administrative, and field staff. Work is performed with considerable independence under the general supervision of the Environmental Management and Sustainability Department Director, who evaluates work on the basis of observation and results achieved. This class is FLSA exempt-executive.

QUALIFICATIONS

Employee Values: All employees of the City of Mesa are expected to uphold and exhibit the City's shared employee values of Knowledge, Respect, and Integrity.

Minimum Qualifications Required. Any combination of training, education, and experience equivalent to graduation from an accredited college or university with a Bachelor's Degree in Environmental Studies or Engineering, Public Administration, Marketing, Communications or related field. Considerable (3 - 5 years) experience in recycling, public education, marketing, sales programs and strategies (services and/or commodities), or closely related field. Considerable (3 - 5 years) supervisory or lead experience.

Special Requirements. Must possess a valid Arizona Driver's License by hire date.

Substance Abuse Testing. None.

Preferred/Desirable Qualifications. Graduation from an accredited college or university with a Master's Degree in Environmental Studies or Engineering, Public Administration, Marketing, Communications or closely related field is preferred. Proven results in successfully implementing a marketing plan and program that has increased customer accounts, increased revenues, and/or resolved operational or customer service issues. Certification as a Recycling Systems Professional by the Solid Waste Association of North America is highly desirable.

ESSENTIAL FUNCTIONS

Communication: Communicates verbally and in writing with elected officials, City management, the general public, other City employees, community and non-profit organizations, schools, businesses, and vendors in order to coordinate a program, disseminate information and provide assistance. Produces written documents using clearly organized thoughts, proper sentence construction, punctuation, and grammar in order to educate the public, prepare comprehensive reports and make presentations. Gives presentations to various groups. Instructs and trains residents, businesses, schools, and community groups on various solid waste and recycling topics. Interprets and provides an explanation of departmental rules, City Ordinances and program guidelines to the public. Designs, writes and edits a variety of printed materials including brochures, flyers, newsletters, press releases, reports, community notification letters and other marketing and promotional materials. Provides direction to subordinate customer service and account management staff on unique service requests. Intervenes to resolve escalated customer service disputes. Regularly communicates and maintains relationships with other departments to ensure that the integrated use of software programs, billing processes, and communications are timely and accurate. Provides training and coordinates directly with City Council Assistants, the City Manager's Office and other departments to assist them with their constituent or program needs for the Clean Sweep/Green Sweep Program.

Manual/Physical: Operates a motor vehicle requiring a valid Arizona Driver's License to attend meetings, make presentations to community groups, conduct site visits and research, and to supervise recycling composition audits or inspection activities involved with the enforcement of the Mesa City Code. Operates a variety of standard office equipment. Enters data into a personal computer to develop a comprehensive database used as strategic tool to track and adjust to market trends for the City to compete effectively for commercial refuse and recycling accounts. Moves boxes, audiovisual equipment, and large display boards weighing up to 30 pounds over distances of up to 50 feet for use at community events and to distribute program information. Walks for distances of at least 2 to 3 blocks at a time. Meets attendance and scheduling requirements. Visually inspects Material Recovery Facilities (MRFs) before commencing recycling composition audits to determine compliance with municipal contracts. Works in a variety of inclement weather conditions including direct sun, heat, rain, and cold

while performing recycling composition audits and other job duties. Occasionally hand-sorts through recyclable materials while wearing Personal Protective Equipment (PPE) during recycling composition audits and takes photos and notes for documentation of audit findings for official contract records.

Mental: Plans, organizes, and directs the strategic marketing, public relations and public education functions of the department to increase the recycling diversion rate, increase commercial market share and achieve department goals and objectives. Initiates pilot programs for recycling diversion. Prioritizes own work and makes daily decisions on policies/procedures and their overrides when needed. Conducts research and analyzes data to help determine types of offerings, target communication more effectively, and improve customer relations. Develops outreach and education budgets and monitors budget for Clean Sweep/Green Sweep Program. Writes and distributes program information for use in print and broadcast media. Develops scripts for radio and video presentations. Supervises, assigns, and evaluates the work of subordinate customer service, account management, marketing/outreach, and quality assurance staff. Writes service agreement amendments and coordinates with the Department Director and City Attorney's Office for final authorization. Establishes operational strategies to maintain flexibility and ensure maximum efficiency in the scheduling of programs and services. Identifies and tracks market threats and determines customer bases to solicit for commercial service based on analysis of lost revenues/accounts and financial statements in real-time. Analyzes data and calculates, assesses, and creates a strategic pricing plan for commercial accounts to secure their services. Collaborates with Department Director, Fiscal Analysts, and City Attorney's Office to determine annual rate fees for commercial services. Approves commercial bids for service. Regulates the waiving or discounting of published rates. Identifies and implements business practices to improve customer service levels. Records all customer and financial data in a tracking database and performs statistical analyses for reporting. Conducts logistical planning for recycling composition audits at MRFs and conducts the audits throughout the year to ensure compliance with contract requirements. Plans, organizes, and directs the activities of the Clean Sweep/Green Sweep program. Develops interdepartmental and community relations for clean-up events.

Knowledge, Skills and Abilities:

Knowledge of

principles, methods, objectives and standard practices of solid waste and recycling technology and management;

principles, methods, objectives, and standard practices of public education, information, outreach and marketing;

budget and supervisory principles;

recycling markets, program commodities, etc.;

solid waste services, policies, and procedures;

commercial contract verbiage and requirements;

Clean Sweep/Green Sweep Program rules and regulations; and

recycling material composition, disposal practices, material sorting processes, municipal contracts with MRFs, and acceptable contamination rates.

Skill in:

public speaking and producing graphics, brochures, and other materials for public presentations;
operating audiovisual equipment for presentations;

organizing a program or major event;
managing resources to maximize program usage within budget parameters;
negotiating contract terms with commercial customers; and
effectively communicating with customers, other departments, and the general public.

Ability to:

develop, prepare and administer public educational programs, including oral and written presentations;
prepare and present oral and written information, reports, and educational brochures and pamphlets and
maintain program and performance records;
operate standard office equipment including a personal computer using program applications appropriate
to assigned duties;
comprehend and make inferences from written materials;
gather pertinent facts, make thorough analyses, and arrive at sound conclusions;
perform a broad range of supervisory responsibilities over subordinate staff;
review the work products of others to ensure conformance to standards;
identify and respond effectively to public issues and concerns;
attend neighborhood meetings, community events, school groups, church groups, club meetings, etc., to
promote solid waste/recycling programs;
deal with people of all ages and effectively educate a diverse public about solid waste programs in a
positive manner in individual, small, or large group settings;
work with other City divisions and departments as needed to enhance outreach programs and efforts;
provide expertise/consultation on joint projects with other municipalities, national organizations and
associations;
explain City and department policies and procedures concerning solid waste services;
direct and coordinate staff responses to unique commercial customer inquiries and escalated complaints;
perform informational research involving the compilation of data;
compose and/or type correspondence, reports, schedules, service agreements and statistical databases;
identify market trends and opportunities for commercial business growth;
analyze, interpret, and report research findings, and make recommendations;
provide sound administrative analysis related to policy problems;
monitor recycling composition audits on-site at MRFs; and
maintain effective relationships with elected officials, business representatives, schools, government
agencies, City employees and the general public.

The duties listed above are intended only as general illustrations of the various types of work that may be performed. Specific statements of duties not included does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Job descriptions are subject to change by the City as the needs of the City and requirements of the job change.

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JOB FCTN-ADM

INCREMENTS 56-200

PAY GRADE: 55

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