

## **Position Description: Communications Specialist**

### Agency Overview

The Solid Waste Agency of Northern Cook County (SWANCC, or the Agency) is a municipal joint action agency that was established in 1988 as a unit of local government to manage the region's waste stream. The Agency is comprised of 23 Member communities, principally located in Cook County north and northwest of the City of Chicago. Agency membership and information is available at [www.swancc.org](http://www.swancc.org).

SWANCC has been a leader in waste management for the past 35 years, with a focus on reducing the volume and toxicity of solid waste through responsible waste reduction solutions and providing environmentally sound transfer and disposal of waste that is not diverted from disposal. The Agency achieves this by providing robust services to its Members and their residents, including:

- Owning a waste transfer station to provide environmentally sound disposal of waste that is not diverted;
- Operating special collection programs to divert items from disposal or provide for proper management of materials, including electronics recycling, document destruction/shredding and recycling, fluorescent bulb and mercury recycling, sharps and medication disposal, and battery recycling;
- Serving as an educational resource across its membership and the region through a wide variety of school and community programs and workshops, website resources, social media postings, and print collateral to educate about safe disposal and the benefits of waste reduction, reuse, recycling, composting, and buying recycled; and
- Participating in professional organizations and serving on regional and state waste management committees, maintaining relationships with peer organizations and local governments to unify and collaborate on waste reduction efforts.

### Nature of Work

The Communications Specialist position entails responsibility for the development and execution of print and digital graphics, messaging, and digital communication on behalf of the Agency, including through its website, newsletters, digital and print materials, and social media platforms. The ideal candidate will be experienced in various graphic design and layout applications, website design and maintenance, and social media planning and engagement. They will also be knowledgeable in the areas of community based social marketing and communications, preferably with prior work experience applying the principles of these areas. Prior experience and knowledge of solid waste and recycling content areas is not required, but candidates will be expected to acquire content knowledge while working in this position and should have an interest in topics related to the environment and sustainability.

Work is performed under the direction of the Executive Director, with specific work tasks managed by the Education Coordinator and Director of Programs and Administration. The Executive Director will provide a formal review of work through annual performance evaluations.

### Position Responsibilities

The Communications Specialist shall have the following responsibilities, as may be modified from time to time based on the needs of the Agency:

- Manage and maintain the Agency's website, including content updates, design, and periodic changes due to hosting software changes
- Prepare and distribute periodic email newsletters, including developing layout and working with Agency staff to identify and prepare content; the Agency currently distributes three monthly newsletters to residents, educators, and its Board of Directors
- Prepare print and digital brochures, guides, one-pagers, and other collateral to support education, outreach, and awareness of waste reduction, recycling, and proper waste disposal practices
- Plan and oversee photographic and video productions to support Agency outreach and education, including providing support for these activities to committees and organizations in which the Agency participates at the direction of the Executive Director
- Engage public through social media posts, including developing content and campaigns and tracking and reporting on engagement levels
- Assist Agency staff to prepare publications and reports, including graphics and layout support
- Organize and maintain the Agency's graphics files
- Research, plan, and assist in implementation of new or modified engagement channels to increase uptake of information at the school/student and community/resident levels, including applying community based social marketing principles and practices
- Assist Education Coordinator to plan and design exhibits, materials, and engagement techniques for various formats of educational and outreach presentations and events
- Assist in performance of Agency duties, shared across all Agency staff including:
  - Answering phone calls to the Agency's general line
  - Answering emails to the Agency's general inbox ([info@swancc.org](mailto:info@swancc.org))
  - Attend Executive Committee and Board of Directors meetings
  - Prepare meeting packets and minutes
  - Participate in community and organizational open houses, fairs, expos, etc.
  - Provide staff support and oversight at Agency-sponsored collection events in member communities or at the Glenview Transfer Station
- Other duties as deemed necessary by the Executive Director

## Qualifications

The ideal candidate will possess the following minimum qualifications:

- Bachelor's degree in communications, marketing, graphic design, or related field; degree may be waived with demonstrated, relevant work experience
- Prior professional or internship experience in communications, marketing, or digital outreach
- Proficient in the use of computer software programs and platforms supporting general office functions (e.g., Microsoft Office, Adobe)
- Proficient in the use of software and platforms supporting graphic design and communications functions (e.g., graphics and layout programs; Facebook, Instagram, and Twitter; ConstantContact, etc.)
- Experience in web design and programming
- Ability to communicate effectively and in a professional manner to a range of audiences with written and visual materials, including residents, staff from Member communities, and elected officials
- Ability to collaborate and work effectively with Agency staff to plan, design, and implement Agency messaging and communications
- Ability to organize and administer a range of tasks concurrently, including prioritizing and communicating schedules and meeting deadlines

## Employment Details

- Schedule: Part-time, 20-25 hours per week upon hiring; additional hours may be offered in certain weeks based on needs of the Agency, and there is potential to expand to full-time in the future. Primarily weekday, daytime hours with the flexibility to work evenings and weekends as needs require.
- Hourly Rate: Estimated \$22-\$27/hour, depending on skills and qualifications; must specify desired hourly rate in application.
- Benefits: Paid time off, including vacation and sick leave. Retirement savings includes deferred compensation to a 457(b) retirement plan, with option for additional match of employee contributions in accordance with plan limits. The Agency does not participate in any state or local statutory pension programs. Health-related benefits are not provided, except for full-time employees.
- Work location: In-person at SWANCC office in Wheeling, Illinois; participation in education and outreach events or special collection programs will be at off-site locations. Remote work is permitted on a limited and pre-approved basis only.

### Application Requirements

To be considered for this position, please submit the following information to SWANCC's Executive Director, Christina Seibert, at [christina@swancc.org](mailto:christina@swancc.org):

- Cover letter
- [Application form](#) (prior job experience may be omitted or entered in limited fashion to the degree the information is duplicated in your resume)
- Resume

This position will remain open until filled. Desired start date is on or before July 1, 2023, though this date is flexible based on identification of a suitable candidate.