

Director of Public Policy, Communications, and Waste Diversion
(Policy, Communications, Compliance, Outreach, Safety)

Department: Comms/Waste Diversion	Location: Administrative Office
Grade/Classification: 19	Date: 4/2026

SUMMARY/OBJECTIVE:

This position will allocate time between:

- 1) Directing and managing the Communications, Marketing, Outreach & Compliance programs and;
- 2) Working with internal and external stakeholders to research, develop, and analyze strategies that advance the District's goals through policy and program initiatives, legislative actions, and local and state governmental regulations.

ESSENTIAL DUTIES:

- Ability to represent CSWD at the legislature, to state agencies, boards, councils, subcommittees, and other organizations as related to the position or when delegated by the Executive Director.
- Ability to provide vision and strategic planning direction on policy related goals and initiatives across all CSWD programs.
- Ability to act on behalf of CSWD on policy directives and other legislative matters.
- Ability to work with a wide range of stakeholders, including elected and appointed public officials, manufacturers' representatives, non-profit organizations, and the public.
- Ability to collaborate and influence people and build alliances through verbal and written communication skills.
- Ability to effectively and responsibly manage Policy initiatives, Communications, Marketing, Compliance, and Outreach activities.
- Ability to supervise, train, coach, and instruct employees.
- Ability to understand and interpret local and state regulations.
- Ability to work independently.
- Ability to operate a personal computer, including word-processing, spreadsheets, and accounting software.
- Ability to function under pressure and meet deadlines while maintaining a cheerful and helpful attitude.
- Must be willing to occasionally work outside normal business hours.

EXAMPLES OF WORK PERFORMED:

Manages Solid Waste Policy & Research Initiatives including:

- Provide vision and strategic planning guidance on legislative and other internal and external policy initiatives.
- Research potential legislation, identify bill sponsors, and provide technical assistance in drafting bills.
- Confer with solid waste planning entities, State agencies, legislators, businesses, corporate representatives, and other organizations in a collaborative manner to draft or participate in State-wide legislative or other policy initiatives related to solid waste to accomplish CSWD's mission and goals.
- Participate in stakeholder meetings related to policy development and potential legislation for EPR and other solid waste policy initiatives by providing expertise and leadership at the state level; Current topics include pesticides management, landfill capacity, household hazardous waste, and single-use products and packaging.
- Provide policy recommendations to the Executive Director, Board of Commissioners, State officials, and law makers.
- Educate legislators on issues, policies, or bills that impact or are supported by CSWD.
- Develop, review, analyze, implement, monitor, and report on legislative initiatives affecting CSWD.
- Serve as liaison to industry partners on policy initiatives.
- Monitor and/or attend implementation meetings as laws are enacted to ensure CSWD's interests are represented.
- Write and provide testimony and talking points for legislation and policy positions.
- Serve as liaison to state agencies on Extended Producer Responsibility (EPR) and other legislative matters.
- Develop and oversee surveys and focus groups to inform district-wide strategic planning.
- Coordinate with Vermont Solid Waste District Managers Association on policy proposals and track progress through the legislative process.
- Research waste reduction strategies and analyze data to inform and recommend policies and programs.
- Confer with other program managers for technical information and to formulate and suggest policy positions.
- Oversee certain special projects, such as the household survey and investigating markets for waste diversion, involving policy analysis and research.
- Manage the research and development of waste reduction programs.
- Examine waste reduction strategies utilized in other communities.

- Attend webinars, conferences, and review industry publications to stay informed about waste diversion opportunities, waste policy, emerging technologies, markets, and industry trends related to products and packaging.

Communications/Marketing:

- Direct management of the Communications and Marketing Manager; Lead strategic planning and departmental priorities based on the District's goals and needs.
- Foster cross-functional collaboration between direct reports and District Operations department to provide marketing and communications services to meet Operations' needs.
- Oversee research and data analysis of consumer behavior and waste composition to inform marketing and communications activities.
- Oversee marketing and communications efforts including content for Front Porch Forum, printed collateral, facility signage, advertising, website content, monthly Digest, internal staff communication, Board updates etc.
- Final review and edit of press releases, FPF posts, collateral, advertising, video project narratives, digest content, website updates and other public-facing marketing and communications materials.

Compliance & Outreach:

- Direct management of the Compliance and Outreach Manager; Lead strategic planning and departmental priorities based on the District's goals and needs.
- Oversee and monitor compliance with the Solid Waste Implementation Plan (internal compliance) and Solid Waste Management Ordinance (external compliance).
- Oversight of proposed Ordinance changes and process.
- Review investigation reports and Ordinance violations by residents, businesses, institutions, haulers, and solid waste facilities.
- Oversee the development and implementation of tools to evaluate the effectiveness of outreach programs.

Other:

- Has access to confidential information included in Solid Waste Management Ordinance compliance records, solid waste hauler data, legal action involving the District, waste generator data, personnel records, and bid proposals.
- Adheres to safety programs and policies.
- Errors or omissions in policy formulation and analyses could result in increased costs and damage to CSWD's image and public trust, errors could result in project delays, large fines and potential danger to human health and the environment.
- Performs all other work as assigned.

COMPETENCY:

Someone in this role must be able to:

- Possess a working knowledge of solid waste management, policies, and/or practices.
- Provide guidance and work with regulators and contractors to ensure that the implementation of programs created by solid waste legislation and other policies meets the intended objectives and is in the best interest of CSWD and its mission. May coordinate state-wide EPR initiatives which will protect and promote CSWD's interest.
- Participate in national dialogues, conferences and research related to EPR and other solid waste policy.
- Provide a leadership role and expertise in solid waste policies for CSWD requiring considerable judgment, strategic planning, and research in developing and implementing legislation, promoting the interests of the District, and meeting and negotiating with stakeholders and legislators.
- Develop effective working relationships with local, state and federal officials and outside consultants.
- Be a strong negotiator, excellent communicator/interpersonal and presentation skills.
- Provide technical and financial information to policy makers and testify on legislation.
- Perform highly responsible duties requiring the exercise of considerable independent judgment in planning and developing solid waste policies as well as oversight of the Communications, Marketing, Compliance, and Outreach programs and special projects.
- Demonstrate a working knowledge of legislative process, ability to interpret statutes and regulations and communicate their impacts to varied audiences.
- Build and lead interdisciplinary collaborations and coalitions towards public policy development and program implementation.
- Collaborate with senior managers and elected officials across multiple organizations, and successfully engage stakeholders.
- Quickly analyze complex and potentially politically sensitive issues and develop collaborative solutions.
- Work both independently, and as a team, to build and maintain internal and external partnerships.
- Evaluate and communicate problems and policy concepts and consequences to department heads and facility managers.

WORKING CONDITIONS:

Good working conditions with occasional exposure to unpleasant elements and occasional performance of duties out-of-doors with exposure to weather elements.

SUPERVISORY CHARACTERISTICS:

Works under the administrative direction of the Executive Director.

Directly supervises two managers and provides oversight for up to five additional staff. Supervises the equivalent of seven full-time employees. Mentors, guides, and supports direct reports ensuring consistency in leadership, process implementation, and culture.

RECOMMENDED QUALIFICATIONS:

Bachelor's degree in related field with minimum five to seven years of experience in public policy and solid waste management preferred, or any equivalent combination of education and experience.

Disclaimer: The above information is intended to describe the general nature of this position and is not to be considered a complete statement of duties, responsibilities, and requirements.