



# Midway City Sanitary District

**Job Title:** Director of Services & Program Development  
**Department:** Administration  
**Reports to:** General Manager  
**FLSA Status:** Exempt  
**Bargaining Unit:** Non-Represented  
**Salary Range:**

	STEP 1	STEP 2	STEP 3	STEP 4	STEP 5	STEP 6	STEP 7	STEP 8
PER HOUR	\$49.52	\$51.64	\$53.77	\$55.89	\$58.01	\$60.13	\$62.25	\$64.38
BI-WEEKLY	3,961.60	4,131.20	4,301.60	4,471.20	4,640.80	4,810.40	4,980.00	5,150.40
MONTHLY	8,583.47	8,950.93	9,320.13	9,687.60	10,055.07	10,422.53	10,790.00	11,159.20
ANNUAL	103,001.60	107,411.20	111,841.60	116,251.20	120,660.80	125,070.40	129,480.00	133,910.40

*Class specifications are intended to present a descriptive list of the range duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

## DESCRIPTION

We are looking for an exceptional and visionary leader to join our Executive Team as the Director of Services and Program Development. The Director of Services and Program Development will be hands on and has responsibility for applying creative, professional, and technical skills in communications, research, and the development, coordination, and evaluation of all services, activities, and programs, to the highest standards, so that the Midway City Sanitary District (District) can deliver and impact the community it serves.

The ideal candidate will excel at working with people and is a highly organized, efficient and an autonomous individual with the ability to manage our expansion as we transition into expanding our services, programs, educational outreach, and community presence. Your work will shape the District's services and processes.

The Director of Services and Program Development is a new role, leading Services and Program Development. You will report directly to the General Manager and will have responsibility for ensuring that the District's expertise in services and programs is best in class, while ensuring that there is continuous improvement in how we serve our customers and community. As a member of the Executive Team, you will also provide input to and help shape our overall strategy.

Your team provides expertise in communications, research, development, coordination, monitoring, and evaluation of all services, activities, and programs of the District. The Services and Program Department, supported by Operations, Engineering, & Finance and Human Resources Departments, are responsible for delivering the District's strategic goals and priorities.

This role will require someone who is technical, creative, intuitive, personable, intrinsically motivated, worldly, interested in hard challenges, highly flexible and adaptable.

The following are the primary responsibilities of the role, with estimated allocations of time and attention.

## **REPRESENTATIVE DUTIES**

*The following duties are typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.*

### **1. Deliver: Services**

Approximately 60% of your time and attention (including but not limited to):

- Lead the team to deliver best in class services to the customers and community, including:
  - Planning and providing oversight of services to our customers and the community.
  - Research, developing, coordination, monitoring, and evaluation of all services, activities, programs and monitoring and evaluation teams.
  - Monitor effectiveness and efficiency of services and performance.
  - Build services, systems, and programs to ensure that the District is delivering the highest and most efficient level of services needed.
- Provide creative and technical inputs into services and programs to ensure we are providing great service and making an impact to the customers and community we serve.
- Develops and coordinates the District's Customer Relationship Management systems and its technology for managing and supporting customer relationships and records management.
- Assist with the oversight and coordination of the District's solid waste franchisee agreement(s), their services, programs, and waivers. Including but not limited to State (CalRecycle) and other regulatory agencies compliance & mandates.
- Responsible for and oversight of the District's FOG, recycling, organics, and food waste programs, outreach, education, compliance, exemptions (waivers), reporting, and administrative citations.
- Exercises direct supervision over assigned staff and interns.
- Assists and acts as backup to other department heads, and to the Administrative Secretary/Receptionist and Executive/Board Secretary when needed.
- Provides highly responsible and complex professional assistance to the General Manager and Board of Directors in areas of expertise; and performs related work as required.

## **2. Relational: Communications, Community, & Education**

Approximately 20% of your time and attention (including but not limited to) on communications, fostering good relationships, community relations, education, and events, as a member of the Executive Team (including but not limited to):

- Design, implement and assess strategies for programs, communications, organizational structure, and set goals and priorities as part of the Executive Team. Develops, coordinates, and maintains the District's website, a variety of media, and social media platforms and prepares press releases.
- Fosters good and cooperative relationships among departments, within the community, with our community partners, various public and private groups, regulatory agencies, legislative officials, and other agencies and businesses to best serve and protect our customers and to meet the District's goals and priorities.
- Responsible for the planning, organizing, and coordinating educational programs and opportunities, district events, compost giveaways, cleanup events, community services, social media, radio, and other forms of outreach as directed.
- Responsible for marketing and promotional materials, events, and opportunities to further the District's goals and priorities.
- Responsible for organics, food waste, and recycling programs and reporting requirements.

Your role will require you to travel within the community, for District and community events and you may occasionally travel to other locations outside the District's jurisdiction as needed.

## **3. Develop: Continuous Improvement and New Directions**

Approximately 20% of your time and attention (including but not limited to):

- Analyze our performance and identify opportunities to improve.
- Work with the Executive Team, and the Board of Directors, to identify current and future needs, then prepare the systems, procedures, processes, and communication to meet those needs.
- Conceive and conduct research that leads to new approaches and services.
- Lead the team that coordinates development and testing for new or upgraded services and systems as well as roll-out of training to build technical skills.
- Grant research, writing, and pursuing awards and program recognition opportunities for the District.
- Develops, coordinates, and implements a variety of educational and outreach activities and events that support the District's solid waste and sewer services, including but not limited to recycling, organics, food waste, and fats oil & grease programs.
- Design, implement, and coordinate the District's solid waste, sewer, and community programs and continually evaluate them to meet the District's goals and priorities.

4. **Other:** Performs other duties as assigned.

### **SUPERVISION RECEIVED AND EXERCISED**

This is a classification that receives direction from the General Manager. The work provides for a wide variety of independent decision-making, within legal and general policy and regulatory guidelines. Exercises direct supervision over assigned technical and support staff.

### **CLASS CHARACTERISTICS**

This is a Department Director classification that oversees, directs, and participates in all activities of the Services and Program Development. This class aids the General Manager in a variety of administrative, coordinative, analytical, and liaison capacities. Successful performance of the work requires knowledge of public policy and municipal functions and activities, including the role of an elected District Board and the ability to develop, oversee, and implement projects and programs in a variety of areas. Responsibilities include coordinating the activities of the Department with those of other departments and outside agencies and managing and overseeing the complex and varied functions of the department. Incumbents perform a broad range of detailed, administrative, and technical support activities and are expected to know technical and specialized rules, regulations, policies, procedures, and activities related to the District's financial and human resource activities. The incumbent is accountable for accomplishing departmental planning and operational goals and objectives and for furthering the District goals and objectives within general policy guidelines.

### **AN EXCELLENT CANDIDATE**

*The following generally describes an excellent candidate to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.*

To excel in this role, you will have more than 5 years working in a management role. You have ideas about what works well in this industry, and you have seen opportunities to do much better. You want a leadership role in the organization, and you like the idea of having autonomy to pursue a vision. You want to build something.

You will be motivated by performance and focusing on social impact. You will need to be flexible in dealing with diversity: some of your responsibilities require a whole community vision and analyzing the District overall; other responsibilities require you to support the Executive Team working on project details; and other responsibilities require you to coordinate and collaborate across departments to devise approaches to advancing the District's goals and priorities.

To succeed in this position, you would start with the following:

- Strong leadership skills, including supervising others effectively and leading people through growth transitions.
- Experience in a management role delivering services, such as customer relations, strategic communications, and relationship building.

- Enthusiasm for *building* services, and a track record of delivering and improving services and program development.
- Prior success with executive responsibilities.

## **MINIMUM QUALIFICATIONS**

### **Education and Experience:**

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

A Bachelor's Degree in, Public Administration, Communications, Marketing, Management, Business Administration, or related field, and five years of professional experience in services and program development and progressive leadership experience, including direct supervision. Preferably experience in public service or public administration in municipal government.

### **Language(s):**

Complete fluency in oral and written English. Bilingual in one or several languages such as Vietnamese and/or Spanish is helpful but not required.

### **License and Certification:**

A valid California class C driver's license with satisfactory driving record and automobile insurance is required for the operation of a personal or District vehicle.

## **PHYSICAL DEMANDS AND WORKING ENVIRONMENT**

*The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.*

### **Physical Demands**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle; vision sufficient to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone or radio, and before groups. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and occasionally to operate related tools and equipment. Positions in this classification bend, stoop, kneel, reach, and climb to perform work. Employees must possess the ability to lift, carry, push, and pull materials and objects weighing up to 25 pounds, and occasionally up to 75 pounds.

### **Environmental Elements:**

Employees work primarily in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset public and private representatives and contractors in interpreting and enforcing District policies and procedures.

## Director of Services and Program Development

### Goals and Priorities

**NOTE:** The position will provide monthly updates and reports to the board at its meetings. The is an exempt position. The position will require you to attend all district events or activities, some events may be on the weekend or an occasional evening.

Including but not limited to:

#### Within the first 6-months (probationary period)

1. **Organics/Food Waste & Recycling:** oversight and development of all SB 1383 (Organics/food waste & recycling) requirements
  - a. Responsible for and oversight of Ordinance No. 71 Chapter 4 “Administration Citations” re SB 1383 effective January 1, 2024.
  - b. Recommend and implementation of an educational and outreach campaign using a variety of media, social media, print, radio, and marketing materials to ensure the success of the program and to address customer’s needs.
  - c. Oversight of SB 1383 waivers.
  - d. Responsible for all CalRecycle reports and attending CalRecycle meetings and events.
2. **Educational and Outreach:** oversight and responsible for all educational and outreach events and activities, including but not limited to:
  - a. Open house events and activities.
  - b. 85<sup>th</sup> anniversary events and activities.
  - c. Compost giveaways and cleanup events.
  - d. Bulky-pickup, oil and mattress recycling, lateral assistance and fats oil and grease programs.
  - e. Recommend and the implementation of an educational and outreach program and activities for schools.
  - f. Newsletters, mailers, marketing and advertising plan & work with the outreach committee.
  - g. Organizing District participation and representing the District at events put on by other agencies such as OCSan, City of Westminster, Westminster Chamber of Commerce, and others.
3. **Franchise Contract:** oversight and responsibility of the customer services aspects of the District’s franchise contract with CR&R. Point of contact at the District offices for when commercial and multifamily customers call in and need help resolving customers service issues as they arise. Track data.
4. **District Website & Social Media:** responsible for updating and maintaining the District’s website and all social media accounts.
5. **Press Releases:** organize and prepare ongoing press releases for events and activities as needed.

6. **Customer Service Survey:** plan, organize, and conduct a customer service survey. Present results and provide recommendations.
7. **District Calendar:** responsible for District's annual calendar – completed and mailed in November.
8. **Phone and Customer Support:** fully trained as a second person to answer phone calls, process permits, resolve customer issues, and schedule bulky pickups.
9. **Board/Backup Support:** fully trained as backup for the Executive/Board Secretary in case of illness, vacation, or absence when needed.

**By 12-months (by the 1<sup>st</sup> Anniversary Date)**

10. **Educational and Marketing Materials:** Make recommendations, prepare, and implement a robust educational and marketing campaign for all the District's programs and services. Includes materials, events, activities, and advertising.
11. **Customer Service:** Evaluate, recommend, and implement additional opportunities to serve our customers using technology. Evaluate Customers Relations Service (CRM) programs for the District to provide better services. Project manager and coordinate the implementation of the new technology.
12. **Strategic Plan:** Organize and coordinate the activities in the preparation and creation of a new 5-year strategic plan. Assist in preparing the strategic plan and document.
13. **Internship Program:** develop, organize, and maintain a robust volunteer internship program to support the District's educational and outreach programs and activities.
14. **Grants:** look for grant opportunities for the District. Prepare grant applications and oversight and management of grant activities.
15. **Awards and Recognition Programs:** Look for award and recognition programs for the District, such as CSDA, community, and other awards the District may be interested in.