



February 09, 2026

POSITION POSTING

MARKETING, EDUCATION & OUTREACH COORDINATOR 30-40 hours per week with benefits

ABOUT MUNICIPAL WASTEHUB

Municipal WasteHub is a Maine non-profit organization with over 30 years of experience dedicated to ensuring affordable, long-term, and environmentally sound disposal of municipal solid waste for our members. We serve municipalities, refuse disposal districts, public waste disposal corporations, and other public entities throughout central and eastern Maine, managing waste generated by households, businesses, and institutions.

POSITION OVERVIEW

Municipal WasteHub is seeking a dynamic Marketing, Education & Outreach Coordinator to join our team in this newly created position. The selected candidate will report directly to the Executive Director and provide support to a nine-member volunteer Board of Directors. This role serves as the primary liaison between Municipal WasteHub and member municipalities for developing and implementing comprehensive waste and recycling education materials and community program support for sustainability goals.

The Marketing, Education & Outreach Coordinator is responsible for the development and implementation of all strategic marketing and communications initiatives. This role focuses on driving awareness of waste reduction programs, recycling initiatives, and sustainable practices while ensuring compliance. The position is responsible for developing and implementing strategies to promote Municipal WasteHub's services, increasing community engagement, and building partnerships with businesses, organizations, and residents.

KEY RESPONSIBILITIES

Marketing & Communications

- Develop, create, and execute marketing campaigns (digital, print, and social media) to promote WasteHub programs and services. Draft designs of outreach materials including brochures, newsletters, and signage, working both independently and in collaboration with vendors
- Manage, review, and create content for all communications platforms. Maintain an active presence across multiple social media platforms (Facebook, LinkedIn, Twitter, Instagram, YouTube) with timely, relevant, and dynamic content
- Maintain a dynamic web presence, ensuring the accuracy and timeliness of content on internal and public website pages in compliance with WasteHub branding and style standards
- Create a set schedule for social media and Constant Contact posts and distribution
- Ensure consistent messaging and brand promotion across all WasteHub communications
- Coordinate streaming of public meetings and posting of recordings online
- Collaborate with and support Board members and Executive Director in their marketing and outreach tasks and goals

Community Engagement & Education

- Plan and execute community events for municipal residents, schools, businesses, and community organizations, including household hazardous waste education, electronics recycling, and Municipal Waste Solutions facility tours
- Organize and lead community workshops and educational sessions on waste reduction and sustainability. Maintain a community engagement calendar for events and initiatives
- Represent Municipal WasteHub at town events, speaking engagements, environmental fairs, and industry conference forums presenting waste management information
- Develop and deliver educational programs, workshops, and presentations on waste management best practices, recycling, hazardous waste disposal, and emerging waste management topics
- Work directly with municipal members, environmental and sustainability committees, and organizations, providing collaborative discussions and education on waste processing systems, challenges, and goals
- Reach communities beyond existing representatives and staff through expanded outreach efforts. Establish regular presence at community events, nonprofits, schools, and civic organizations (target a set number of engagements per month)

Educational Materials Development

- Plan, develop, and coordinate waste educational materials on reduction, recycling, and hazardous waste programs, including activities and outreach events
- Work with marketing vendors to create engaging educational materials including brochures, social media content, newsletters, and digital resources tailored to diverse audiences
- Develop and distribute educational materials about solid waste services and programs

- Maintain complete distribution lists tiered to different types of audiences for targeted communications

Partnerships & Collaboration

- Develop partnerships with schools, nonprofits, and local businesses to expand program reach and effectiveness
- Work closely with marketing vendors on development and distribution of outreach materials
- Maintain knowledge of waste compliance and adherence to regulations
- Stay current on waste regulations and opportunities for member benefits, industry best practices, and innovative waste process strategies
- Track funding and grant opportunities

Data & Reporting

- Track outreach effectiveness and prepare monthly/quarterly reports on engagement metrics and demonstrating outreach program impact
- Monitor participation rates and identify areas for improvement
- Conduct baseline and follow-up surveys to measure changes in resident knowledge and behavior
- Maintain regular communication with Executive Director through meetings and weekly marketing, outreach, and educational activities progress reports
- Schedule and maintain recurring Communication Committee meetings to update and review materials with WasteHub Board members

Additional Duties

- Assist with training initiatives as needed
- Perform other tasks and projects as assigned

QUALIFICATIONS

Education & Experience

- Bachelor's Degree in Communications, Environmental Studies, Journalism, Public Administration, Marketing, Business Administration, or a closely related field; OR
- A minimum of two years of professional experience in marketing, outreach, public communications, or community engagement (preferably in municipal or environmental services)

Required Skills & Knowledge

- Strong communication, presentation, and public speaking skills
- Proficiency in social media management
- Knowledge of Google Workspace, Microsoft Office, Adobe Suite, and other administrative software
- Excellent organizational and project management skills
- Ability to work independently, prioritize projects, and complete tasks on time
- Ability to translate technical information for general audiences
- Ability and disposition to stay current with activities and achievements of the community, staff, and WasteHub constituencies

- Strong commitment to high-quality service
- Vehicle and valid driver's license

Preferred Qualifications

- Knowledge of municipal waste management practices and sustainability principles
- Experience in environmental education or community outreach
- Knowledge of municipal waste and recycling operations
- Proficiency in basic graphic design tools

WORK ENVIRONMENT & SCHEDULE

- Office-based position with frequent community site visits
- 30 to 40 hours per work week
- Occasional evening and weekend events required

COMPENSATION & BENEFITS

- Up to \$65,000 per year, depending on experience and work schedule
- Health care benefits
- Paid vacation and holidays
- Mileage reimbursement

TO APPLY

Email resume and cover letter to Michael Carroll, Executive Director:
mcarroll@muniwastehub.org

Municipal WasteHub is an equal opportunity employer committed to creating an inclusive environment for all employees.