

**Keep Rockland Beautiful**  
**120 – 126 North Main Street, 2<sup>nd</sup> Floor Annex**  
**New City, NY 10956**  
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[www.KeepRocklandBeautiful.org](http://www.KeepRocklandBeautiful.org)

**Job Title:** Cleanup Coordinator

**Position Description:** The Cleanup Coordinator oversees and facilitates the planning, coordination, and implementation of KRB's bi-annual cleanup campaigns: the Great American Cleanup in the Spring, and the Fall Waterways Cleanup in the Fall. The Cleanup Coordinator also assists with the planning and coordination of cleanup campaign fundraising and membership drives, working with the Executive Director and Board in the strategic development of programs that foster litter prevention and environmental stewardship. The incumbent has primary responsibility for management of campaign communications tools, including website and multi-platform social media communications.

**Reports to:** Executive Director

**Major Areas of Position:**

- Plan, coordinate and implement strategies to meet objectives for the growth and success of Great American Cleanup (GAC) and Fall Waterways Cleanup campaigns, including increasing and supporting volunteer participation and community partnerships, improving trash and recyclable collection, developing and delivering effective environmental education
- Manage, distribute and account for supply inventory, equipment acquisition, storage and inventory
- Assist with implementation of strategies for securing and cultivating new and existing members and cleanup campaign sponsors
- Manage website content and social media

**Specific Responsibilities:**

Bi-Annual Cleanup Campaigns

- Collaborate with Executive Director to develop, prepare, and execute strategic plan to efficiently and effectively engage and support volunteers, collect and analyze cleanup data, streamline and strengthen campaign procedures
- Collaborate with the Executive Director to plan, develop and distribute marketing materials in support of the bi-annual cleanup campaigns
- Conduct outreach to prospective volunteers and community groups to drive volunteer base and collaborative partnerships
- Manage on-line and off-line volunteer registration and reporting process, updating and troubleshooting website and forms, responding to inquiries, matching volunteers to cleanup sites and event locations

- Collaborate with Administrative Officer to update and maintain database with accurate volunteer data
- Develop bi-annual plan to engage volunteer assistance, as needed, to perform site assessments and litter surveys
- Prepare annual report to Keep America Beautiful
- Based on knowledge of trends and supporting data, develop performance outcome measures to evaluate effectiveness of cleanup from year to year
- Develop best practice training and guidance materials and provide support for Community Cleanup Leaders
- Manage seasonal staff and volunteers to assist with outreach, inventory, distribution of cleanup supplies and data entry

#### Program Inventory

- Identify, design and order needed supplies and sponsored materials. In conjunction with Executive Director, secure graphics consultant when appropriate
- Manage overall supply inventory and storage facility, maintaining inventory, loaned equipment and advertising materials, and replenishing as needed

#### Sponsorship Development/Membership Drives

- Working with the KRB Board of Directors and staff, Cleanup Event Leaders, partners and volunteers, conduct prospect research, solicit and follow-up with cleanup campaign sponsors and cultivate KRB membership

#### Website and social media maintenance

- In conjunction with Executive Director and IT consultant, maintain on-line registration and reporting process, create content and manage/maintain website pages, including educational materials and event promotion
- Manage and promote various KRB social media platforms
- In conjunction with IT consultant, trouble-shoot and recommend improvements to social media and website

#### **Required Knowledge, Skills, and Abilities:**

- Project management experience
- Proven ability to effectively and efficiently manage multiple priorities and deadlines
- Strong organizational skills
- Detail oriented
- Data collection, entry and analysis experience
- Excellent verbal and written communication and interpersonal skills
- Ability to work well independently and alongside members of a team
- Proficient in MS Office software; html and website and CRM management experience a plus
- Desire and ability to work outdoors, perform some physical work, and lift at least 25 lbs.

- Ability to work in a small office environment with shared resources
- Reliable transportation needed

**Education and Experience:**

- At least two years' relevant work experience with excellent references
- Familiarity with/participation in Keep Rockland Beautiful programs a plus

**Schedule:**

- This is a part-time position requiring an annual average of 33 hours per week, with some evening and weekend hours required. Spring hours during the busy Great American Cleanup Campaign are 40 hours per week (March-May). The summer months are typically 15-20 hours per week.

**Compensation:**

- Starting wage is \$18.00 - \$18.50 per hour
- Two weeks paid vacation
- Thirteen days paid holidays

**NOTE: This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed by incumbents within this job. This job description is not intended to be an exhaustive list of qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.**