

RESOLUTION NO. 25-07  
RESOLUTION OF THE BOARD OF DIRECTORS OF THE  
WEST CONTRA COSTA INTEGRATED WASTE MANAGEMENT AUTHORITY  
CREATING THE POSITION OF, AND APPROVING THE JOB DESCRIPTION AND  
SALARY RANGE FOR, MARKETING & OPERATIONS MANAGER

WHEREAS, the West Contra Costa Integrated Waste Management Authority (“Authority”) is empowered to create positions and position descriptions, establish salaries and benefits for employees and hire employees; and

WHEREAS, the Board of Directors desires to create the position of Marketing & Operations Manager to include the functions of Operations Manager, which includes Financial, Human Resources and Administrative functions, and functions of Marketing Manager, which includes the current duties of the position of the Program Manager - Outreach; and

WHEREAS, the Board of Directors desires to establish the salary range for the Marketing and Operations Manager for fiscal year 2025-26 at \$152,376.76 to \$174,856.23.

NOW, THEREFORE, the Board of Directors of the West Contra Costa Integrated Waste Management Authority resolve as follows:

1. The position of Marketing & Operations Manager is hereby created; and
2. The Job Description for this position, which is attached hereto as EXHIBIT A, is hereby approved; and
3. The salary range for this position for fiscal year 2025-26 is established at \$152,376.76 to \$174,856.23.

ATTEST:

*Viviane Vidal*

Viviane Vidal, Board Secretary

CHAIR OF THE BOARD:

*Cesar Zepeda*  
Cesar Zepeda (Jun 30, 2025 09:47 PDT)

Cesar Zepeda, Board Chair

30/06/2025

Date

I hereby certify that the foregoing Resolution was adopted by the Board of Directors of the West Contra Costa Integrated Waste Management Authority at its meeting on June 12, 2025 by the following vote:

AYES: Directors: Zepeda, Xavier, Robinson, Murphy (Alt), Bhattarai, Kstanes

NOES: Directors: \_\_\_\_\_

ABSENT: Directors: Tave, Brown

*Viviane Vidal*

Viviane Vidal, Board Secretary

WEST CONTRA COSTA INTEGRATED WASTE MANAGEMENT AUTHORITY (WCCIWMA)

## **MARKETING & OPERATIONS MANAGER**

### **OVERVIEW**

The Marketing & Operations Manager is a dual position with distinct specialized management responsibilities in the area of marketing (which includes outreach duties), as well as oversight the daily operations of the Authority (which includes administrative, financial, human resources and treasurer duties).

### **DISTINGUISHING CHARACTERISTICS**

#### **Marketing Manager**

This is management classification responsible for providing specialized expertise and advanced knowledge in the areas of multi-platform media and outreach strategies to publicize recycling, solid waste management, and related environmental protection issues. This role is to perform assignments independently, drawing upon technical knowledge and expertise of the outreach and marketing field, and the ability to manage multiple programs at the same time.

#### **Operations Manager**

This is a management classification responsible for managing the daily operational activities of the Authority, the Authority's financial accounts, and Human Resource functions. Key characteristics of this position include leadership, problem-solving, project management, and communication skills, along with a good working knowledge of the administrative and financial functions of the Authority. This position also assists the Executive Director in forming, updating, and implementing administrative practices and processes to make Authority operations more efficient, effective, collaborative, and transparent.

### **SUPERVISION RECEIVED AND EXERCISED**

This position reports to the Executive Director (ED) and supervises staff such as the Outreach Coordinator, and consultants and/or vendors in the assigned areas of responsibility. This position may take on special projects, as assigned by the Executive Director, and may assign tasks to the Office Administrator in the areas of operations and finance.

## **GENERAL RESPONSIBILITIES**

### **Marketing Manager**

Plan, organize, supervise and coordinate the work of assigned staff and consultants working on multiple solid waste, recycling and household hazardous waste (HHW) outreach and education programs; to plan, develop, promote and implement community and outreach activities regarding Authority's source reduction, HHW and recycling programs; to coordinate the school outreach and education program in the region; to represent the Authority and its programs to various public and private citizen groups, agencies and regulatory agencies.

General responsibilities include, but are not limited to:

- Provide leadership and direction to ensure establishment of effective community relations, public education and information and outreach program activities directed at reduction of waste disposal in landfills and removal of household hazardous waste.
- Administer and co-ordinate source reduction and recycling activities identified in approved plans for implementation by member agencies, franchised solid waste collectors, generators, and recyclers.
- Provide technical assistance regarding outreach to member agencies, solid waste generators, collectors, and recyclers to reduce the amount of landfilled waste.
- Develop and implement alternative education and public information programs directed at source reduction and recycling programs.
- Prepare responses to correspondence for appropriate signature and prepare reports to the Authority Board of Directors, member agencies and the public.
- Prepare and administer requests for proposals for professional and other services necessary to implement Authority programs and related activities.
- Research opportunities for grant funding and other funding assistance, prepare applications for grants and other funding assistance; research, gather and develop annual program budgets.

## **Operations Manager**

Plan and administer the day-to-day operations of the Authority in the areas of operations and finance.

General responsibilities include, but are not limited to:

### *Operations – Oversee day-to-day operations, including human resources.*

- Oversee and optimize the Authority's operational activities, ensuring effective operational processes.
- Develop strategies and manage resources for team members performance efficiency and productivity.
- Maintain high quality standards and ensure adherence to company policies, industry regulations, and safety standards.
- Provide guidance and support to team members, fostering a culture of accountability and excellence.
- Oversee the administration of human resources policies and processes, and benefit plans.
- Oversee the administration of payroll, CalPERS (Medical and Retirement), and the 457 plan.
- Assist the Executive Director in developing and implementing policies and procedures.

### *Finance - Perform the Functions of Treasurer*

- Assist with budget preparation.
- Manage bank accounts and investment accounts.
- Oversee accounting services, ensuring timely payments for accounts payable and receivable.
- Track and monitors expenses, cash flow and available funds according to policy and approved budget.
- Coordinate financial audits with consultants and independent auditors.
- Sign for the Authority finances. (Two signature system)
- Manage financial consultants.
- Ensure compliance with financial regulations and reporting.
- Keep up to date with new governmental financial requirements.

## **OTHER REQUIREMENTS**

### **Typical Physical Requirements**

Frequently stand and walk; sit for extended periods; normal manual dexterity and eye-hand coordination; corrected hearing and vision to normal range; verbal communication; use of office equipment including computers, telephones, calculators, copiers, and FAX.

### **Typical Working Conditions**

Normally work is performed in an office environment, with a hybrid work schedule; some exposure to outside conditions; constant contact with staff and general public.

### **Minimum Qualifications Knowledge of:**

State and federal laws and regulations governing solid waste activities; solid waste industry practices; development, operations and management of source reduction, recycling, composting, household hazardous waste programs and related public education and information programs.

Community relations skills associated with the implementation and public education of source reduction, recycling, household hazardous waste, composting and other related environmental protection programs.

Preparation and administration of requests for proposals and grant application; contract administration and management of program budget and fiscal controls.

Theory and principles of supervision, human resource management, and a good understanding of basic accounting.

### **Ability to:**

Develop, implement and monitor progress of source reduction, recycling, household hazardous waste and composting programs, and set long range program goals.

Provide public education and community relations associated with the Authority's various environmental protection programs.

Analyze various situations and take appropriate course of action; analyze budget and technical reports; interpret state, federal and local laws, rules and regulations associated with environmental protection programs.

Research data, meet deadlines, apply sound logic and judgment in problem solving. Communicate effectively, tactfully, and persuasively orally and in writing.

Supervise, train and evaluate performance of assigned staff, volunteers, and consultants/contractors.

Establish and - maintain effective working relationships with those contacted during the course of performing duties.

Improve overall company efficiency and productivity.

Have organization and planning capabilities.

Ability to manage multiple projects and programs and the same time.

## **EDUCATION AND EXPERIENCE**

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

### **Experience**

Ten (10) years of increasingly responsible experience in the planning, delivery, and operation of outreach and marketing activities with at least five (5) years of successfully managing and operating related programs and staff.

### **Education**

Education equivalent to a Bachelor's Degree in Marketing, Education, Media, Environmental Science, Planning, and/or Public Administration or closely related field.

### **Licenses**

Possession of an appropriate valid California Driver' License.

# Resolution 25-07 Marketing and Operations Manager Job Description 061225 with Attachment

Final Audit Report

2025-06-30

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