

# #414 - Plastic Bag Ban Outreach Specialist - External Job Board

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## Plastic Bag Ban Outreach Specialist(Job Id 414)

**Location:** US:OH:Cleveland

**Category:** Consumer Affairs

**Employment Type:** Executive

**Post Date:** 06/14/2021

**Close Date:** 07/04/2021

**Salary:** 22.00-25.00 USD

## Description

**Department:** Consumer Affairs

**Anticipated Work Schedule:** Monday through Friday, 8:30 AM - 4:30 PM, Some evenings and weekends may be required.

**Reports To:** Consumer Affairs Director

**Full Time or Part Time:** Part Time/Avg. up to 30 hours per week

**Regular or Temporary:** **TEMPORARY - 180 DAY ASSIGNMENT**

**Bargaining Unit:** N/A

**Classified or Unclassified:** Unclassified

**FLSA:** NON-EXEMPT

### Summary

The Plastic Bag Ban Outreach Specialist is responsible for public relations to promote Cuyahoga County's Plastic Bag Ban to stores and shoppers. The Outreach Specialist will attend in-person and virtual events within the county, answer the public's questions about the ban, and create and implement messages about the bag ban for the county's website and social media feeds as well as through in-person visits and events.

### Essential Job Functions

Implement existing marketing strategies and brand guidelines to promote voluntary compliance with the County's plastic bag ban. Create fresh and factual social media messaging, advertising and materials to encourage people to use reusable bags when shopping. Answer calls and emails from stores and citizens about the county's plastic bag ban legislation, both in terms of what stores must do to comply as well as how reducing plastic bags helps the environment. Assemble/add to FAQs to help residents easily access information. Work collaboratively with other agencies and with businesses and nonprofits to promote the program's goals. Write copy, articles and educational content to use in promoting the use of reusable bags and promoting the county's bag ban site. Participate in outreach, tabling and other public events and organize and conduct in-person and virtual presentations for the public. Work with web design team to create an interactive webpage to engage the public in reducing plastic bag waste. Conduct store visits as needed to promote the use of reusable bags and compliant paper bags. Work with partners to get donated reusable bags to low-income shoppers.

### Minimum Requirements

Bachelor's degree in communications, public relations, journalism, sustainability or other relevant field from an accredited college or university with a minimum of two years of work experience in marketing or outreach work, or any equivalent combination of

education and experience.

### **Application Process**

This is an unclassified position. Human Resources will check your application to make sure you meet the minimum qualifications. HR helps the hiring department decide who to follow up with for interviews and then a job offer. Most of our communication with candidates is through email. Regularly check the email address you gave us in your job profile. Watch your Spam folder, just in case. If we offer you a job, you must pass a drug screen and background check before the offer becomes final. Prior criminal convictions do not automatically disqualify you from employment; the County looks at criminal convictions on a case-by-case basis using the guidelines in Chapter 306 of the County Code.

### **EQUAL OPPORTUNITY EMPLOYER**

Cuyahoga County is committed to fostering a diverse and inclusive workforce, which includes building an environment that respects the individual, promotes innovation and offers opportunities for all employees to develop to their full potential. A diverse workforce helps the County realize its full potential. The County benefits from the creativity and innovation that results when people with different experiences, perspectives, and cultural backgrounds work together. The County is committed to providing equal employment opportunities for all individuals regardless of race, color, ancestry, national origin, language, religion, citizenship status, sex, age, marital status, sexual preference or orientation, gender identity/expression, military/veteran status, disability, genetic information, membership in a collective bargaining unit, status with regard to public assistance, or political affiliation. If you need assistance applying or participating in any part of the candidate experience, contact Human Resources at 216-443-7190 and ask to speak with a talent acquisition team member.