



DIRECTOR, REGIONAL COMMUNICATIONS

What is Interchange 360?

Interchange 360 is a national nonprofit organization established to support petroleum and automotive product producers in meeting Extended Producer Responsibility (EPR) compliance requirements. Interchange 360 provides cost-effective, transparent, and sustainable solutions for managing petroleum and petroleum related products and packaging. Our mission is to promote cost-effective, transparent, and sustainable approaches to packaging stewardship. Through collaboration and innovation, Interchange 360 is helping the petroleum and automotive sector navigate the evolving landscape of EPR in the United States. Note: Interchange 360 is a trademark used by the Lubricants Packaging Management Association (LPMA).

Position Overview

The Director of Regional Communications leads all state-level communications, education, and outreach for Interchange 360 in the United States. This role is responsible for ensuring each jurisdiction meets its regulatory requirements for public awareness and education while building strong local relationships and maintaining message consistency across all states. The Director will initially focus on the launch of Colorado's EPR program (2026) and preparations for additional states, working closely with the CCO, operations, and regulatory teams. This is a hands-on role that requires both strategic planning and tactical execution.

Key Responsibilities

Program Launch & State-Level Communications

- Lead development and execution of communications strategies for each participating state, beginning with Colorado.
- Translate regulatory requirements into clear, measurable communications plans and deliverables.
- Develop and manage launch campaigns, timelines, budgets, and media plans.

- Coordinate with operations and legal teams to ensure all Education and Outreach obligations are met.
- Prepare and submit required communications performance reports for regulators.

Regulatory Messaging & Compliance Education

- Create plain-language materials that explain complex EPR regulations for producers, retailers, and consumers.
- Oversee development of education assets (signage, brochures, toolkits, web content, social media).
- Track and document all communications deliverables to support annual reporting and audits.
- Monitor and respond to misinformation or emerging issues in media or stakeholder channels.

Stakeholder & Partner Engagement

- Build and maintain relationships with municipalities, recyclers, environmental groups, and other key partners.
- Represent Interchange 360 at regional meetings, conferences, and public forums.
- Coordinate outreach and messaging consistency with state regulators and other PROs where applicable.
- Support producer engagement efforts through webinars, newsletters, and stakeholder briefings.

Campaign & Vendor Management

- Manage creative and media vendors, overseeing content development and placement strategies.
- Review and approve state-level campaign assets for accuracy and brand alignment.
- Develop annual communications calendars and measure campaign performance against KPIs.

Reporting & Evaluation

- Establish metrics dashboards to track outreach effectiveness, awareness, and compliance.
- Produce quarterly and annual reports summarizing communications results and insights.
- Maintain detailed documentation of state-level outreach activities for regulatory reporting.

Qualifications

- Bachelor's degree in Communications, Public Relations, Marketing, Environmental Policy, or related field.
- 8+ years of progressive experience in communications, preferably in environmental programs, government relations, or regulated industries.
- Proven experience managing multi-channel communications campaigns and working within regulatory or government frameworks.
- Strong project management skills with the ability to balance multiple deadlines and jurisdictions.
- Excellent writing, editing, and stakeholder engagement abilities.
- Experience collaborating with creative agencies, media vendors, and cross-functional teams.
- Familiarity with Extended Producer Responsibility (EPR), recycling, or environmental compliance preferred.

Compensation and Other Benefits

- The annual base salary range for this position is \$140,000 - \$160,000. The actual base salary offered to a successful candidate will be based on a variety of factors in accordance with applicable law, including the successful candidate's relevant experience, skills, knowledge, and work location.
- In addition to base salary, this role is eligible for medical, dental, and vision benefits, life insurance, 401k matching and paid time off.
- Professional development opportunities.
- Purpose-driven work at the intersection of industry, sustainability, and policy.
- Flexible working arrangements.