



SPRINGFIELD UTILITY BOARD

Job Description

TITLE: Community Relations Assistant

STATUS: Non-exempt / Non-union

REPORTS TO: Community Relations Manager

RANGE: 16

POSITION SUMMARY: The Community Relations Assistant performs a variety of design, production and organizational tasks that support the goals and objectives of SUB's community outreach. This position is an integral resource for management of tasks associated with events and print/broadcast outreach to internal and external audiences. Performs other duties as assigned.

MAJOR RESPONSIBILITIES

Essential Functions

1. Supports and models behavior to promote the Mission and Core Values of SUB to staff and customers.
2. Develops and maintains professionalism and effective teamwork in the performance of job duties.
3. Maintains reliable and predictable attendance.
4. Participates in creative scoping sessions to help formulate project concepts.
5. Designs a wide range of promotional materials, including brochures, print ads, newsletters, signage and 3-D mailers.
6. Readies designed materials for print and digital output and manages production details through project delivery in a Macintosh based environment.
7. Finds and uses stock images, takes photos using digital and standard cameras and then integrates into collateral materials.
8. Designs new pages on corporate website using established template and manages the update process.
9. Maintains Macintosh computers, records and files, including troubleshooting, managing software updates and backing-up electronic files.
10. Maintains photo archives and archives of electronic promotions (radio, TV, ads, muzak messages, etc.).
11. Assists in the planning, production and presentation of marketing materials and community events. May take the lead on various projects and provide work direction in absence of supervisor.

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12. Organizes and maintains materials used for community events.
13. Works closely with supervisor to meet work priorities, time schedules and deadlines.
14. Represents the department or SUB with other departments, divisions or external audiences as assigned by supervisor and takes the lead on assigned internal projects and teams.
15. Proofreads publications and other documents for content, spelling and grammar.
16. Works with outside vendors including printers, promotional providers and outside designers to meet established objectives.

Marginal Functions

None

Given the dynamic and challenging environment of the utility industry and our mission to provide exceptional service to our internal and external customers, additional duties and responsibilities, other than those listed in this job description, may be assigned (contingent on labor agreement provisions, if applicable). Your supervisor will communicate these changes either formally or informally, verbally or in writing.

Attributes

SUB strives to promote a safe, positive and caring work environment. In addition to the above responsibilities, the following attributes are essential to be a successful employee at SUB:

- Being committed to SUB's Mission and Core Values
- Complying with safety practices and policies
- Being professional, honest, courteous and respectful to others in your conduct
- Being responsive to suggestions to improve performance
- Being flexible to adapt to a changing work environment
- Performing as a productive team member
- Being accountable for your own performance, behaviors and contributions
- Taking the initiative to accomplish your responsibilities to the best of your ability

These qualities in our employees ensure that working at SUB is motivating, fun and enjoyable while performing a valuable service to our utility and community.

OTHERS SUPERVISED

- Volunteers, vendors and temporary agency employees as assigned

MINIMUM QUALIFICATIONS

Experience

- Minimum of five years progressively responsible experience in a graphics, printing, marketing or public relations firm or department
- Demonstrated ability to work directly with clients and to manage projects and deadlines

Knowledge, Skills & Abilities

- HTML and web authoring, as well as such corresponding web design and site management software
- Excellent print production knowledge
- Familiarity with local vendors
- Familiarity with design resources such as illustrators, photographers, and electronic photo archives
- Communicate effectively, both orally and in writing
- Exceptional aptitude for evaluating and guiding creative endeavors
- Proficient in using Microsoft Word, Power Point and Excel
- Possess a collaborative spirit and exceptional interpersonal skills to facilitate communication with internal and external customers in a helpful and positive manner
- Ability to design and produce print-ready graphics on a Macintosh system using major design software packages, including Quark Xpress, In Design, PhotoShop and Adobe Illustrator
- Ability to track details and meet deadlines in a fast-paced environment
- Ability to evaluate and incorporate customer feedback into design work, while maintaining creative cohesiveness

Education

- High school diploma or equivalent
- Associate's degree in graphic design. Demonstrated experience may substitute for education

PHYSICAL AND MENTAL REQUIREMENTS

- **ALERTNESS & CONCENTRATION:** Maintains full alertness and concentration at all times.
- **ABILITY TO DEAL WITH STRESS:** Interacts well with co-workers, managers and the public. Ability to think and react quickly, calmly and professionally in a stressful situation.

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- **VISION**

- **Far visual acuity:** Sees adequately to drive a vehicle.

- **Near visual acuity:** Reads small print on correspondence, reports, computer screens, labels, numerous other written documents and computer screen.

- **Peripheral vision/depth perception:** Maintains full field of vision in all directions to assess proximity to office furniture and building characteristics.

- **Color vision:** Judges red, green and yellow traffic lights adequately to drive on highways.

- **HEARING:** Hears spoken conversation well in person, and while on the telephone, despite background noise from others in the room or other communication devices in use.
- **SPEECH:** Speaks loudly and clearly on the telephone and in person to be accurately understood at a distance of 10 feet.
- **STANDING:** Stands on the job varying periods of time depending on the activity.
- **SITTING:** Sits for up to 6 – 8 hours a day.
- **WORKER MOBILITY:** Can change positions frequently, in and out of office furniture.
- **WALKING:** Walks around office (sites). Total walking per shift varies according to assignments. Walking occurs on rugs, hard floors and some outside walking on asphalt.
- **LIFTING/CARRYING:** 0 – 10 pounds – often, 11 – 20 pounds – occasionally, 20+ pounds seldom. May carry boxes or supplies.
- **PUSHING/PULLING:** Pushing, pulling filing drawer cabinets.
- **REACHING/HANDLING:** Writes and keyboards data, uses 10 key, does data entry, uses computer, lifts occasionally overhead for supplies.
- **TWISTING:** Some twisting is required when lifting items or placing in other positions.
- **CLIMBING:** Climbs stairs at various site(s) for business. Occasionally climbs ladders.
- **CRAWLING:** Not usually required.
- **ENVIRONMENTAL FACTORS:** Office environment. Limited exposure to outdoor environment.
- **PRODUCTS AND MATERIALS:** Toner for copier and printers.
- **MACHINE, TOOLS AND EQUIPMENT:** Computer, copier, fax, typewriter and other office equipment.