



SPRINGFIELD UTILITY BOARD

Job Description

TITLE: Community Relations Manager

STATUS: Exempt / Non-union

REPORTS TO: General Manager

RANGE: 38

POSITION SUMMARY: The Community Relations Manager position plans and conducts public relations programs to create a favorable public image for SUB. Coordinates promotion of SUB products, programs and services. Creates and/or directs the design of communications and promotional materials. 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. Demonstrates and models exemplary leadership to all employees.
4. Assumes fiscal responsibility by participating in the preparation of and operating within an approved annual budget for assigned area.
5. Provides a positive, inspiring and motivating work environment for staff.
6. Supports, coaches and counsels staff to ensure a productive and efficient team environment.
7. Documents personnel actions according to policies and procedures and under the guidance of the HR Manager and General Manager.
8. Conducts Performance Appraisals on schedule as needed and/or required; monitors and evaluates the performance; collaboratively establishes goals and performance improvement plans.
9. Plans and conducts orientation of new employees.
10. Promotes and supports on-going education and training of staff to ensure the highest quality performance standards to meet the changes in a dynamic utility industry.
11. Openly and effectively collaborates and communicates with directors and managers to identify and solve problems and to coordinate resources.

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12. Promotes and maintains open and effective communication with staff. Conducts regular and impromptu staff meetings to share information.
13. Develops new job descriptions as needed and reviews current job descriptions annually.
14. Maintains confidentiality of organizational and staff information.
15. Recognizes contributions and celebrates small and big individual and team accomplishments.
16. Delegates challenging and meaningful responsibilities to staff to ensure their on-going development and success.
17. Develops detailed schedules with timelines with designated responsibilities by person for accomplishing events, such as the Light of Liberty, BINGO, Christmas cards, Springfield Christmas Parade and other coordinated events by the Marketing team.
18. Participates in, oversees and/or takes the lead in the development of strategies for communications with customers, the news media and other audiences.
19. Explores, analyzes and interprets related business opportunities that may bring added value to SUB's customers.
20. Coordinates all aspects of promotional campaigns, including: production of SUB's customer newsletters, brochures, videos and power point presentations, informational and merchandising displays, volunteer recruitment, public service announcements, press releases, etc.
21. Represents SUB in appropriate public forums and with various constituencies, including the news media and other public agencies.
22. Provides technical assistance to staff in the design and production of graphic materials and public relations activities.
23. Conducts market research and coordinates external surveys.
24. Prepares press releases and fact sheets and develops other printed materials.
25. As SUB's Public Information Officer, distributes facts and information about SUB's activities and/or programs to the general public and/or media.
26. Researches data, creates ideas, writes copy, designs or directs and layout artwork, contacts media representatives, or represents employer before targeted audiences.
27. Develops special projects such as raising public awareness about issues that affect SUB's customers.
28. Confers with production and support personnel to coordinate production of advertisements and other promotions.

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29. Maintains reliable and predictable attendance.

Marginal Functions

30. Represents the division meetings, or with committees, teams, or groups.

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

- Community Relations Assistant, Volunteers and Contractors

MINIMUM QUALIFICATIONS

Experience

- A minimum of five years of experience in marketing, public relations, or a related field
- Minimum of two years supervisory experience

Knowledge, Skills & Abilities

- Principles and practices of marketing, including media purchase processes
- Principles of effective communications, time and project management and public relations
- Production of written reports, including proficiency in copy writing
- Print and broadcast media and their relative requirements
- Exemplary human relations skills, demonstrating an active and positive regard for others
- Openness, enthusiasm, expertise, warmth and good humor

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- Coordinating or conducting professional surveys, with consideration to questionnaire design, sampling methodology, data analysis and report writing
- Proficient in maintaining equipment, materials and records
- Learn new technologies, keep up with trends and adapt to changes
- Effectively lead and coordinate team projects
- Ability to identify options and to develop creative solutions to public relations/marketing issues and opportunities
- Ability to work independently
- Ability to direct the work of artists, designers, production staff and/or copywriters
- Ability to monitor and control budgets, timelines and manage outside contracts
- Ability to effectively deliver oral presentations

Education

- High school diploma or equivalent
- Bachelor's degree in Marketing, Business Administration, Public Relations, or other related field

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.
- **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.

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- **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.

Revised: June 1, 2016