JOB DESCRIPTION

JOB TITLE: Director - External Affairs

DATE PREPARED: 05-2012

REPORTS TO: Managing Director - District Services

JOB LOCATION: Headquarters

JOB CODE: JD0152

SALARY CODE: R11

BAND: Red

FLSA: Executive

JOB PURPOSE:
Leads and directs the work involved in building and sustaining strategic relationships with regulators, elected officials and appointees at all levels of government, and directs internal and external District communication activities with employees, the board of commissioners, customers, the general public and other stakeholders. Serves as the communications lead between the District and all levels of government and regulatory offices. Working directly with senior management and the board of commissioners, monitors and develops District position and provides policy direction related to regulatory issues and pending legislation to ensure the District is aware of and complies with new laws, rule and comment deadlines and other critical issues requiring immediate District attention. Ensures the development and delivery of timely, appropriate, and effective communication messages both inside and outside the District. Represents policies and activities of the District and is one of its most public faces. This position assembles teams and resources from inside and outside the District for problem solving on issues important to the District and its customer owners. Decisions involve broad organizational policy and District-wide strategies which have substantial policy and financial commitment for the District.

JOB FUNCTION:
To perform this job successfully, an individual must be able to perform each essential function of the job satisfactorily. Essential functions (EF) are those activities that, if not performed, would significantly and fundamentally alter the position. Secondary functions (SF) are activities not fundamental to the job and may need to be relaxed to accommodate an otherwise qualified applicant with a disability. In the aggregate, secondary functions typically account for less than 15% of the job scope.

#  EF/SF % of Time  Job Functions
1. EF 30% Lead the development and coordination of strategies for the District which serve to foster, improve and maintain positive and mutually effective relationships with key constituents, community groups and organizations. Oversee policy recommendations to executive management in the development of the PUD’s position. Lead internal management of regulatory issues among appropriate PUD work groups.
2. EF 5% Manage opportunities for the District to leverage and coordinate infrastructure improvements in partnership with local government agencies; support and expand opportunities in utility systems, parks, and fiber networks; support executive managers and directors in communicating and working with local agencies; manage joint agency/District projects, initiatives, and forums.
3. EF 30% Manage District communication programs, employees, messages and websites. Support senior level management by crafting messages designed to enable achieving District initiatives
consistent with the District mission and vision. Respond to requests for public information in a timely and professional manner. Actively pursue communication opportunities.

4. **EF 5%** Identifies and defines potential opportunities and risks associated with strategic business objectives. Formulates and recommends strategies and communication plans to address these.

5. **EF 10%** Provide oversight to develop and coordinate PUD communications with employees, customers, elected officials, regulators, and other stakeholders. Serve as the primary point of contact on behalf of the PUD with various federal, state and local regulatory agencies.

6. **EF 10%** Anticipates issues that may develop and identifies and negotiates solutions that maintain positive relationships for the District and helps meet business goals.

7. **EF 10%** Provides oversight and facilitation in negotiations of complicated issues involving the District, its customers, and other interests to ensure consistent, progressive and collaborative business relationships. Provide guidance and education on communication methods and strategies to all staff. Coach senior management, board members and other employees in preparation for media interviews and to respond to customer-owner questions.

8. **EF Ongoing** May be required to drive a motorized vehicle while conducting business on behalf of the District

9. **EF Ongoing** Maintain regular and predictable attendance. Perform related duties and responsibilities as required. Complete all required training. Maintain a working knowledge and comply with District safety procedures and specific safety requirements of this position, and those in accordance with applicable provisions of the Revised Code of Washington (RCW) and Washington Administrative Code (WAC).

**SUPERVISORY RESPONSIBILITIES:**
Directly supervises five employees in the External Affairs department. Carries out supervisory responsibilities in accordance with the organization's policies and applicable laws. Responsibilities include interviewing, hiring, and training employees; planning, assigning, and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**QUALIFICATIONS:**
The qualifications listed below are representative of those required, but reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

**Education:**
Bachelor's degree (B. S., B. A.) in Political Science, Communications, Business, Public Administration or relate field from a four-year college or university; or one to two years related experience and/or training; or equivalent combination of education and experience.

**Experience:**
Typically requires ten (10) years of professional public policy experience working in a senior governmental and/or regulatory position. Supervisor or management experience strongly desired.

**Specific KSA's:** A fully skilled incumbent will have the following specific knowledge, skills, and abilities:
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Requires a self-starter individual with excellent interpersonal and communication skills to effectively communicate with a variety of internal and external customers. Must possess excellent public speaking skills, strong technical writing ability, group facilitation skills, writing and editing skills, and analytical skills. Requires extensive knowledge of electric utility issues and operations as well as political, legislative and regulatory processes, and energy, water, wastewater, telecommunications and natural resource issues. Requires ability to communicate persuasively and analyze complex issues, provide recommendations and coordinate teams and strategies. Must have established working relationships with federal and state elected and regulatory officials that work with the electric utility industry. Requires broad knowledge of corporate communications techniques and tools. A valid driver’s license is required when hired. A valid Washington State driver’s license is required within 30 days of employment.

Language Skills
Ability to read, analyze, and interpret common scientific and technical journals, financial reports, and legal documents. Ability to respond to common inquiries or complaints from customers, regulatory agencies, or members of the business community. Ability to write speeches and articles for publication that conform to prescribed style and format. Ability to effectively present information to top management, public groups, and/or boards of directors. Candidate must be proficient in reading, writing and speaking English.

Mathematical Skills:
Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts of basic algebra and geometry.

Reasoning Ability:
Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.

Complexity: Describe any aspects of this job that would seem to the vast majority of employees as unusually complex.

Requires experience and skills not commonly available. Requires a highly developed understanding of the inner-workings and political nuances within the federal, state and local legislative/regulatory processes. Also requires extensive knowledge of District operations and community concerns.

Decision Making:
Working with the General Manager, this position has overall responsibility for developing, managing and implementing Chelan PUD’s legislative and regulatory policy objectives. Has substantial freedom in structuring work and directing the work of others in designing and executing communication activities with direct impacts to the District’s reputation.

Computers & Equipment: A fully skilled incumbent will have the ability to utilize the following software, hardware, or equipment:
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To perform this job successfully, an individual should have knowledge of Microsoft Outlook (required) Contact Management systems; Internet Explorer (required) Internet software; PeopleSoft HRIS Timekeeping (required) Payroll systems; Microsoft Excel (required) Spreadsheet software and Microsoft Word (required) Word Processing software. An individual should also be able to operate personal computers, printers, peripherals, copy machines and telephones.

PHYSICAL REQUIREMENTS: The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel; engage in repetitive motion using the hands or arms and talk or hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision and color vision.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The noise level in the work environment is usually moderate. This position may require extensive travel.

OTHER REQUIREMENTS: An employee may not be hired or transferred to a job, or continue in a job if currently employed, if they do not satisfy the following job requirements. These District requirements cannot be waived by supervisors.

A valid driver's license is required at hire. A valid Washington State driver's license is required within 30 days of employment.

DL=Drivers License at hire. WA License w/in 30 days.