Director of External Affairs and Corporate Communication
Role: Director of External Affairs and Corporate Communications

Effective Date
3/12/2020

FLSA Status
Exempt

Pay Grade
17

Position Summary
The Director of External Affairs and Corporate Communications at NPPD reports directly to a Vice President. This position is responsible for establishing comprehensive communication strategies for both internal and external audiences. The position also is responsible for leading governmental affairs activities at the state level and assisting with federal matters as requested by the Vice President. The Director is a member of the executive planning council and provides counsel, coaching and solutions to assist the NPPD leadership team and the pursuit of strategic objectives. Directors must be excellent communicators, analyzers and doers, capable of effective collaboration and delegation, as well as having strong leadership skills.

Incumbent serves as the District’s principal lobbyist at the Unicameral and manages NPPD’s state governmental affairs activities. Incumbent will develop positive working relationships with elected officials and staff from the Nebraska Legislature, the Nebraska executive branch and certain other state and local governmental officials, as well as other key stakeholders/advocacy groups.

The Director of External Affairs and Corporate Communications is responsible for consistent message delivery to all internal and external audiences of NPPD. This includes advertising and brand management, communications technology, communications consulting, media relations, and community relations activities.

Accountability is based upon the timeliness and effectiveness of communications with the above-listed individuals and entities, and the extent to which the
District’s best interests are advanced or protected. All activities must be conducted with an uncompromising commitment to high ethical standards.

**Education, Training and Experience**

Bachelor's Degree in Business, Communications, Public Administration, Journalism, Engineering, Political Science, or equivalent area is required. In-depth knowledge of the electric utility industry and related business issues and an enhanced understanding of the legislative and regulatory processes are required.

Master's Degree in Communications, Business, Journalism, Public Relations or related field is desired. A law degree would be valuable for the position, however is not required.

**Experience:**

Significant experience in governmental relations or key account customer relations, professional level corporate public relations, strategic communications planning and media communication is preferred. Electric industry experience is also preferred. Other relevant experience will be considered.

**Licenses and/or Certifications**

Accreditation in IABC, NRECA or PRSA is desired, but not essential.

**Essential Duties & Responsibilities**

Perform all aspects of managing the Governmental Affairs and Corporate Communications departments as required to ensure the continuous availability of skilled personnel and efficient operation. Empower and develop competent staff to provide processes that ensure personnel perform at a high level. Provide an environment among teammates that encourages continuous improvement, teamwork, cooperation, customer focus, employee engagement and best utility practices to meet NPPD’s strategic goals. Facilitate and drive cross-functional improvement opportunities that support NPPD’s strategic objectives. Partner with other Business Units to facilitate and drive necessary technology improvements that will garner efficiencies and enhance the customer experience.

Responsible for the customer image of Governmental Affairs and Corporate Communications. Support and communicate NPPD vision and mission with effective internal and external communications strategy and tactics. Develop and implement a
communication plan for employee communication. Provide communication support and actively participate on NPPD issue teams which determine NPPD’s approach to an issue and ultimately the ideal method of communicating the issue. Provide strategic communication consulting service to NPPD business units.

Analyzes proposed legislation to determine possible effect on interest of NPPD and its customers. Recommends actions to be taken and takes actions necessary to make the District’s position known to governmental agencies, the Nebraska Legislature and other key groups. Confers with state senators, staff and other state government officials to discuss impacts of specific bills and to help influence passage, defeat, or amendment as appropriate. Analyzes legislative and other state policy trends, recommends NPPD’s policy positions to effectively address these trends, and takes actions necessary to develop District responses as needed.

Communicates with state senators, staffers, other state officials, stakeholders and advocacy groups regarding the purpose, goals and status of NPPD’s projects, initiatives, and issues. Communicates complex utility business/issues in easy-to-understand messaging (both visually and verbally) for governmental officials and other key stakeholders. Attends legislative functions. Plans and coordinates meetings between District and elected officials to discuss legislative issues and proposals. Represents NPPD at position-related national and state association meetings. Supports federal legislative needs as directed.

Actively influence Cooper site management and staff through site visits and participation in site meetings (e.g., Engineering Change Review Group, Modification/Project Review/Cost Oversight Committee, Ops Focus, etc...).

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**Essential Duties & Responsibilities (Continued)**

Influence areas of support by providing intrusive and critical feedback to improve site performance. Leverage learnings from nuclear in order to improve overall enterprise performance. Interface with and utilize Entergy Corporate Functional Area Managers as needed to support shared learning opportunities.

Develop and execute annual advertising strategy plan, manage advertising agency contract, develop and implement co-branding strategies with NPPD wholesale customers.

Maintain and utilize, when necessary, effective crisis communication plans in order to protect the health and safety of the public and employees and preserve
and maintain NPPD's image in a crisis situation. Participate in CNS Emergency Preparedness Exercises and Drills. Oversee staffing and operation the Joint Information Center. Carry and respond to the CNS pager as required.

Effectively communicate NPPD's position on various issues through the use of written news releases, video news releases and media interviews. Develop and maintain effective working relationships with local, state and national media. Ensure availability of qualified personnel to respond to media inquiries on an on-call basis, 24 hours a day, seven days a week. Develop and implement effective short-range and long-range media relations strategies that outline timing, audiences, key messages, measurement and budgetary requirements for each of the major issues affecting NPPD. Aggressively work toward improving NPPD's image with its various publics by pursuing strategies to promote the positive impact NPPD's operations have on Nebraska and the utility industry. Develop and continually monitor media performance measure to gauge effectiveness of communications efforts.

Works with various internal teams and industry groups to ensure consistency in information sharing and strategy deployment. Develop and implement a communication plan for employee communication. Provide direction and support for staff members. Ensure appropriate content, accuracy and timeliness of NPPD publications. Provide communication support and actively participate on NPPD issue teams which determine NPPD's approach to an issue and ultimately the ideal method of communicating the issue.

Accountable for other duties as assigned.

Quantitative Information

Total Team Size 10 > 30 Employees

Decision Making Authority

The legislative process can be complex, fast-moving, and involves diverse viewpoints. The incumbent must understand and communicate NPPD's position in the dynamic legislative environment. The incumbent must be knowledgeable and ready to make significant decisions when conditions or issues warrant.
Incumbent has authority to develop and implement appropriate messages and vehicles to ensure the consistency of communications to all NPPD audiences. While input from additional NPPD personnel is desired, Incumbent has authority to decide the appropriate manner for communicating NPPD's message.

Incumbent has day-to-day decision making authority to meet the Position Summary and in accordance with approved policies. Decisions involving issues of a strategic nature or that impact other business units will be made in conjunction with the Vice President of Governmental Affairs & General Counsel and may require further consultation with the Executive Planning Council.

### Core Competencies

- Customer Focus
- Employees & Teamwork/Diversity and Inclusion
- Integrity/Excellence
- Public Service/Environmental Stewardship
- Safety

### Job Specific Competencies

### Essential Job Functions Demands & Conditions

Click here to view Essential JobFunctions Demands & Conditions