JOB DESCRIPTION

JOB TITLE: Manager – Communications
DATE PREPARED: 03-2013
REPORTS TO: Director – External Affairs
JOB LOCATION: HQ

JOB CODE: JC0GBT
SALARY CODE: GBT
BAND: Green – Business Leadership
FLSA: Exempt - Administrative

JOB PURPOSE:
Responsible for overseeing, developing and guiding effective internal and external communications of the District, paying particular attention to timing, content, message themes, purpose and intended audience. Serves as public relations counsel for all departments and all levels of District operations, including the general manager. This person reports to the Director – External Affairs and collaborates with senior management and the General Manager to direct and implement effective communications programs. Direct management responsibilities include public information and oversight of the public information officer (PIO) and the deputy PIO. Timely, effective communications and public relations counsel have been deemed by the Board of Commissioners and executive management to be vital to the District’s success in accomplishing its mission.

JOB FUNCTIONS: 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.

<table>
<thead>
<tr>
<th>#</th>
<th>EF/SF</th>
<th>% of Time</th>
<th>Job Functions</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>EF</td>
<td>25%</td>
<td>Supervise the communications staff in directing and implementing a comprehensive communication strategy for the District. This includes planning, goal-setting, coaching and counseling, budget oversight, weekly department meetings, communications strategy development and performance reviews. Effective supervision and leadership result in a coordinated, efficient, cost-effective communication strategy.</td>
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<tr>
<td>2.</td>
<td>EF</td>
<td>20%</td>
<td>Respond in a timely and professional manner to requests for public information, public speaking and program development from internal and external customers. Actively pursue communications opportunities to reach out to the community and support the District in achieving its mission.</td>
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<tr>
<td>3.</td>
<td>EF</td>
<td>15%</td>
<td>Manage and support communication and issues management on a local, regional and national basis. Oversee the development and maintenance of electronic media reflecting the District’s principles, activities, goals and achievements and offer two-way communication links. Participate in external public energy association communications activities. Support and collaborate with other District employees. Support educational programs at various levels. Provide leadership in issues management and education programs supporting coordinated local, regional and national communications programs, increasing efficiency and overall value to the District in achieving its mission.</td>
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<tr>
<td>4.</td>
<td>EF</td>
<td>10%</td>
<td>Support and guide continuous improvement of the District’s internal and external websites and use of social media for information sharing, training, education and overall communication.</td>
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</table>
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5. **EF 10%** Serve as a communications adviser for the District and the general manager, looking ahead for opportunities to offer communication assistance at all administrative, management and policy levels. Provide information to board members on emerging issues and PUD news events to help them prepare for media interviews and answer questions from customer-owners. Support commissioners and managers as requested in activities connected to District participation in external public power agencies and committees. Provide guidance and education on communication methods and strategies to staff at all levels.

6. **EF 10%** Lead or participate in special projects such as community outreach on critical issues, developing messages and initiatives to reach all employees, the community and other external audiences, and supporting communication activities on key District efforts, project or activities.

7. **EF 10%** Research PUD programs and utility industry news items and present concise, informative newsletters and messages for community leaders and PUD employees. Continually evaluate and revise the District’s outreach programs in response to changing conditions in the community and in the workplace. Such efforts have been identified as essential for effective communication. Prepare applications as warranted for various utility organization awards and honors.

8. **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).

9. **EF Ongoing** Is required to drive a motorized vehicle while conducting business on behalf of the District.

SUPERVISORY RESPONSIBILITIES:
Manages one (1) subordinate supervisor who supervises a total of one (1) employee in the communications department. Is responsible for the overall direction, coordination, and evaluation of these units. Also directly supervises one (1) non-supervisory employee. 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, preferably in a communications-related field or the equivalent combination of education, experience and training that provides the required knowledge, skills and abilities.

**Experience:**
Typically requires ten (10) years experience in communications, including two years in utility-related positions. Supervisory and management experience required.

**Specific KSA's:** A fully skilled incumbent will have the following specific knowledge, skills, and abilities:
Requires excellent interpersonal and public speaking skills, demonstrated technical writing ability, group
facilitation skills and strong writing and editing abilities. General knowledge of various aspects of corporate communications is required, including audio visual, all forms of media, commonly used social media tools, layout and printing.

Language Skills:
Ability to read, analyze, and interpret the most complex documents. Ability to respond effectively to the most sensitive inquiries or complaints. Ability to write speeches and articles using original or innovative techniques or style. Ability to make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and/or boards of directors. Candidate must be proficient in reading, writing and speaking English.

Mathematical Skills:
Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

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:
The position demands substantial knowledge of all District activities, operations and key staff, together with strong familiarity with District issues, legislative issues and strategic goals and objectives. The incumbent handles a diversity of complex work situations.

Decision Making:
There is substantial freedom in structuring the job duties and in making decisions that impact project outcomes. The involvement of the incumbent in strategic planning and high-level communications strategy indicates that the incumbent can have a substantial impact on the organization. Errors in this position can lead to serious and costly outcomes, and negative impacts on public perception.

Computers & Equipment: A fully skilled incumbent will have the ability to utilize the following software, hardware, or equipment:

To perform this job successfully, an individual is required to have knowledge of Microsoft Outlook; Microsoft Word; general office equipment; familiarity with commonly used social media applications such as Facebook or Twitter; and (preferred) digital camera (still and video).

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; talk, hear. The
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employee is frequently required to perform repetitive hand or arm motion. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms; climb or balance; stoop, kneel, crouch, crawl or twist torso. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, depth perception and ability to adjust focus.

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.

While performing the duties of this job, the employee is occasionally exposed to work near moving mechanical parts; work in high, precarious places; in confined spaces; fumes or airborne particles; outdoor weather conditions; and risk of electrical shock. The noise level is usually moderate.

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