

Job Title: Communications Coordinator**Location:** Main Office**Department:** Public Affairs**Job Status:** Full-Time**Reports To:** Communications Manager**Job Grade:** 601**Pay Status:** Exempt**Date Created/Updated:** 5/30/2023

Position Summary

The Communications Coordinator is primarily responsible for developing, writing, and coordinating internal and external content with a demonstrated ability to use various media methods, including but not limited to press releases, social media, email marketing, slide shows, print, and digital. The Communications Coordinator will have excellent writing and editing skills, including editing copy for communication content and balancing the strategic and creative mindset with meticulous attention to detail. The Communications Coordinator will be an active, productive member of a high-performing team working closely to deliver and represent the NBU brand.

The Communications Coordinator will coordinate the monthly social media calendar and content that aligns with New Braunfels Utilities' branding (including tone and voice), conservation focus, and educational goals. The position will help to maintain NBU's various social media profiles, assist with the strategy and graphics, and new content, and engage with our audience through private messages, emergent posts, and responding to customer reviews. It is critical to be the voice of NBU, effectively and mindfully interacting with the public through social post replies and responses to online reviews promptly. The Communications Coordinator will be responsible for understanding media trends and assisting in analyzing reports on campaign and engagement data to the Chief Strategic Communications and Security Officer and Communications and External Affairs Manager and team.

The Communications Coordinator will complete assigned tasks from the MarCom Intake System, create Intake Requests as needed, and learn basic job functions to back up team members when needed. The Communications Coordinator will assist with Community Events and Internal Events to ensure success.

Essential Qualifications, Duties, and Responsibilities

- Understanding and implementation of components of the NBU strategic plan
- Understanding of and practical experience with social media platforms
- Excellent communication, critical thinking, organizational skills, and attention to detail
- Ability to prioritize work
- Demonstrate ability to manage concurrent projects
- Ability to work well with a cohesive team in a deadline-oriented environment
- Coordinate with Ad agency to maintain quarterly social platform analytics
- Respond to Online Reviews and Private Messages; coordinate with Ad agency to provide knowledge-based answers to questions on social platforms as needed
- Work with the Ad agency to assist in the creation of organic and paid campaigns
- Assist in developing social media campaigns that align with strategic and immediate goals
- Interact with customers and other stakeholders via NBU's social media accounts and review platforms
- Identify and report strategic weaknesses and make recommendations for improvement
- Research and write content for news releases, internal and external communications
- Outgoing and engaging mindset in working with various departmental staff to gain knowledge and expertise
- Offer recommendations that are relevant to NBU's goals and outreach efforts; assist in the execution of outreach efforts as needed

- Work with ad agency to establish and maintain key performance indicators (KPIs) for communications and external affairs
- Be familiar with and able to perform basic web page maintenance as needed
- Self-motivated to continue learning and growing within the job
- Experience maintaining brand and style standards and guidelines
- Strong writing, editing, and proofreading skills
- Serve as lead on internal and external projects as needed while coordinating and communicating with internal clients and outside vendors to deliver the product in a timely manner
- Serve as Communication and External Affairs Contact for emergency messaging after-hours and on holidays as needed or scheduled

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelor’s Relations, or Journalism
 Work Experience Time Frame: 3 Years or More Other: Equivalent Work Experience is Accepted in
 Field of Study: Communications, Business, Public Lieu of Bachelor’s Degree

Certification and Licensures Requirements

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Other Minimum Qualifications

- Experience with Microsoft Office, Sprout Social, and Google Analytics
- Familiarity with WordPress and email management systems such as Constant Contact
- Research skills to identify trends and tools to enhance NBU’s digital presence
- Experience with Adobe Creative Suite or Canva for graphics a plus

Knowledge of Computer Software

	No Knowledge	Beginner	Intermediate	Expert
Arc GIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AutoCAD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Access	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Excel	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Word	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Microsoft Publisher	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft PowerPoint	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Other Software Knowledge

Adobe InDesign, and Photoshop helpful

Experience with Machines, Tools, Equipment and Other Work Aids

Click or tap here to enter text.

Physical Demands

Standing: Frequently

Making Presentations

- Observing Work Sites
- Observing Work Duties
- Communication with Co-Workers

Fine Dexterity: Constantly

- Computer Keyboard
- Telephone Keypad
- Calculator
- Calibrating Equipment

Walking: Frequently

- To Other Departments/Office/Office Equipment
- Around Worksite

Carrying: Occasionally

- Supplies
- Equipment
- Files

Sitting: Frequently

- Desk Work
- Meetings
- Driving

Reaching: Frequently

- For Supplies
- For Files

Handling: Constantly

- Paperwork
- Monies

Kneeling: Occasionally

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground

Pushing/Pulling: Occasionally

- File Drawers
- Equipment
- Table and Chairs
- Hose

Climbing: Frequently

- Stairs
- Ladder

Other: Click or tap here to enter text.

- Step Stool
- Onto Equipment

Vision: Constantly

- Reading
- Computer Screen
- Driving
- Observing Worksite

Foot Controls: Occasionally

- Driving
- Operating Heavy Equipment
- Dictaphone

Balancing: Occasionally

- On Ladder
- On Equipment
- On Step Stool

Bending: Occasionally

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground
- Making Repairs

Crouching: Occasionally

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground

Crawling: Rarely

- Under Equipment
- Inside Attics/Pipes/Ditches

Hearing: Constantly

- Communication Via Telephone/Radio/To Co-Workers/Public
- Listening to Equipment

Twisting: Frequently

- From Computer to Telephone
- Getting Inside Vehicle

Talking: Constantly

- Communication Via Telephone/Radio/To-Co-Workers/Public

Environmental Factors

	Never	Seasonally	Several Times Per Year	Several Times Per Month	Several Times Per Week	Daily
Extreme Temperature (Heat, cold, extreme temp. change)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Respiratory Hazards (Fumes, gases, chemicals, dust, and dirt)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise and Vibration (sufficient to cause hearing loss)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Hazards (High voltage, dangerous machinery, aggressive Customers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Health and Safety Conditions

	Never (Never Occurs)	Rarely (Less than 1 hour per week)	Occasionally (1/3 or more of the time)	Frequently (From 1/3 to 2/3 of the time)	Constantly (2/3 or more of the time)
Mechanical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable Diseases	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Danger or Abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: Click or tap here to enter text.

Primary Work Environment: Office Environment

Other: Click or tap here to enter text.

Overall Strength Demands

- Sedentary - Exerting up to 10 pounds occasionally or negligible weight frequently, mostly sitting
- Light - Exerting up to 20 pounds occasionally, 10 pounds frequently, walking or standing often
- Medium - Exerting 20 - 50 pounds occasionally, 10 - 25 pounds frequently, or 10 pounds constantly
- Heavy - Exerting 50 - 100 pounds occasionally, 25 - 50 pounds frequently, or 10 - 20 pounds constantly
- Very Heavy - Exerting 50 pounds constantly

Non-Physical Demands

	Never	Rarely	Occasionally	Frequently	Constantly
Time Pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Task	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: Click or tap here to enter text.

Employee Statement of Understanding

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYEE AGREEMENT BETWEEN NEW BRAUNFELS

UTILITIES (NBU) AND THE EMPLOYEE. Nothing in this position description restricts NBU's ability to assign, reassign or eliminate duties and responsibilities of this job at any time.

I HAVE READ AND RECEIVED A COPY OF THIS JOB DESCRIPTION.

Employee's Signature

Employee's Printed Name

Date