
Job Title: Communications Specialist – Digital Media**Job Status:** Full-Time**Department:** Public Affairs**Job Grade:** 207**Reports To:** Communications & External Affairs Manager**Work Setting:** Hybrid**Pay Status:** Non-Exempt**Date Created/Updated:** 3/21/2024**Location:** Main Office

Position Summary

The Communications Specialist – Digital Media is a dynamic professional responsible for developing and coordinating internal and external content through various media methods. This role emphasizes excellent writing, editing, and strategic creativity, playing a crucial role in enhancing NBU’s online presence and engagement through dynamic visual storytelling, including the creation and use of digital media.

In this multifaceted position, the Communications Specialist – Digital Media will:

- Recommend and execute best-in-class strategies to drive digital engagement and improve function on NBU's digital platforms
- Manage NBU’s external website and company Intranet, inputting updates while adhering to website-management best practices and keeping content informative and engaging
- Oversee Internet and Intranet content governance maintenance, enhancements, and oversight
- Efficiently complete assigned tasks and provide backup support to Communications team members when needed

Essential Duties & Responsibilities

- Strong communication, critical thinking, and organizational skills
- Prioritization and project management capabilities
- Effective team collaboration in deadline-oriented environments
- Direct and coordinate with Ad agency on a multitude of marketing projects
- Identify and report strategic weaknesses; provide improvement recommendations
- Research and write content for news releases and communications as needed
- Offer relevant recommendations for NBU’s goals; support outreach efforts
- Self-motivated for continuous learning and growth
- Maintain brand standards and guidelines
- Strong skills in writing, editing, proofreading, content-creation and digital marketing strategy
- Lead internal and external projects, coordinating with clients and vendors
- Support Communications and External Affairs staff as needed with emergent social media activities/posting
- Support Communications and External Affairs staff in the on-call rotation for emergent digital and social media needs
- Contribute as needed to NBU’s social media platforms to leverage brand advocacy and drive impressions and engagement
- Have a strategic mindset for web content/continuity and connectivity
- Have an eye for selecting engaging, appropriate photos to accompany web and social media content
- Graphic design and video production ability are helpful assets to the successful candidate

- GENERAL RESPONSIBILITIES
- Maintain regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines or negatively affect direct reports'
- ability to do their jobs when applicable
- Adhere to NBU safety guidelines and practices at all times and in all situations
- Maintain a clean and safe work area, office, field site and vehicle as applicable
- Develop and maintain effective customer service skills for communications with co-workers, customers and the public in general
- Maintain strict confidentiality of business, employee and customer information in written and oral communications and safeguard sensitive documents
- Adhere to NBU policies and procedures
- Exemplifies NBU Core Values of Integrity, Stewardship, Team, Culture and Safety
- Participate in and support initiative to reach annual NBU Performance Measures

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors Field of Study: Communications, Business, Public Relations, or Journalism

Work Experience Time Frame: Three Years or More Other: Equivalent Work Experience is Accepted in Lieu of Bachelor's Degree

Certification and Licensures Requirements

A valid Texas Driver's License is required to operate a company vehicle when necessary.

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
ArcGIS	<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 type="checkbox"/>	<input type="checkbox"/>	<input 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: Occasionally

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

Lifting: Occasionally

- Supplies
- Equipment
- Files

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
- Step Stool
- Onto Equipment

Vision: Constantly

- Reading
- Computer Screen
- Driving
- Observing Worksite

Foot Controls: Occasionally

- Driving
- Operating Heavy Equipment
- Dictaphone

Balancing: Rarely

- 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

Twisting: Frequently

From Computer to Telephone

Getting Inside Vehicle

Hearing: Constantly

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

Listening to Equipment

Talking: Constantly

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

Other: Click or tap here to enter text.

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 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