
Job Title: Chief Communications & Strategy**Location:** Main Office

Officer

Job Status: Full-Time**Department:** Executive Services**Job Grade:** 614**Reports To:** CEO**Work Setting:** On-Site**Pay Status:** Exempt**Date Created/Updated:** 3/28/2024

Position Summary

The Chief Communications & Strategy Officer (CCSO) at New Braunfels Utilities (NBU) is responsible for developing, implementing, and directing the organization's Communications and Strategic Planning programs. The CCSO will embody a people-first leadership approach, fostering collaboration throughout the organization and setting the direction for transforming NBU's communications and strategic planning frameworks while strengthening the company's brand.

The CCSO will lead the organization's innovative communications efforts utilizing traditional and digital communications channels and platforms and ensuring internal and external stakeholders, including Board of Trustees, NBU leadership, employees, customers, community groups and leaders, media, and government officials and agencies are informed in a transparent and proactive manner.

The CCSO will be responsible for building and maintaining awareness of NBU's essential services, projects, and brand image through creative development, critical service communication management, public relations, and all community outreach efforts. The CCSO will lead the Communications team with trust, accountability, creative openness, and empowerment.

With a focus on strategic vision and leadership, the CCSO will ensure that all communications and strategies align with NBU's overarching goals, maintain message consistency, uphold the brand image, and reflect the organization's One Utility, One Team culture. By emphasizing NBU's core values of Safety, Team, Integrity, Culture, and Stewardship, the CCSO will drive efforts to ensure that every communication and strategic initiative reinforces these principles, driving towards unified objectives and enhancing stakeholder engagement.

Essential Duties & Responsibilities

Communications Functions:

- Serves as the principal advisor to the CEO, Board of Trustees, NBU leaders and other officials on matters related to the dissemination of information to the public and media concerning the NBU's programs, events, issues, challenges, and opportunities
- Develops and implements comprehensive communication strategies that enhance the company's reputation and stakeholder relationships
- Makes recommendations and implements communication methods that enhance understanding of and/or addresses public concerns about government, operations, and projects
- Develops and delivers executive communications programs, including speeches, presentations, and talking points
- Responsible for overseeing the management of relationships with the media to ensure quality and accurate dissemination of information; monitors news coverage and trends; provides rapid assessment of issues that may affect NBU and/or the public
- Develops strategic and proactive communication plans to promote transparency and citizen engagement

- Navigates the complexities of a multifaceted regulated utility, understanding the unique challenges of the regulatory environment to deliver successful communication outcomes
- Participates in the development, production, and approval process of content across all print and digital platforms, including but not limited to PSA's, video projects, website, social media, slide shows, etc.
- Translates business strategies and issues of the business and drives public affairs practices and processes that will create an effective organization
- Oversees the management of NBU's brand across all platforms, ensuring brand consistency; leads branding initiatives to enhance visibility and reputation
- Coordinates internal communications, ensuring that employees are informed and engaged with the company's mission, values, and initiatives
- Fosters a sense of purpose, teamwork, and employee engagement through effective internal communications, ensuring compliance with regulatory guidelines
- Creates and benchmarks effective KPI's to understand impacts of NBU communication strategies
- Manages crisis situations by leading crisis communications efforts
- Oversees the management and monitoring of social media including Twitter, Instagram, YouTube, Facebook, and others

Strategic Functions:

- Responsible for developing and facilitating NBU's Strategic Planning Process in order to advance NBU's mission, objectives, operational excellence, and growth as an organization
- Contributes to and monitors progress towards the achievement of NBU's Strategic Plan by ensuring that organization-wide key performance indicators and levels of service drive the culture and performance of and are in alignment with NBU's Vision
- Assists in the development, thought management, and assessment of metrics to evaluate the effectiveness of various programs and initiatives as set forth in NBU's Strategic initiatives for reporting departments
- Consults with executive team to identify critical business needs and/or assists in the design of effective solutions as they support NBU's strategic goals; works with the executive team to define long- and short-term goals and objectives
- Understands NBU's strategy and objectives to develop and drive execution of internal and external communication programs
- Develops and implements strategies to cultivate a positive and inclusive organizational culture, considering the specific needs and constraints of the industry
- Uses data-driven insights to drive strategic recommendations and actions
- Regularly reports on progress towards strategic goals to the executive team and leadership
- Uses data analytics and reporting tools to drive insights and inform decision-making

General Responsibilities:

- Maintains regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines
- Inspires and supports organizational leader initiatives to engage and empower their teams by creating communication awareness opportunities tied to achieving NBU's Strategic Plan
- Adheres to NBU safety guidelines and practices at all times and in all situations
- Maintains a clean and safe work area, office, field site, and vehicle as applicable
- Oversees NBU's Volunteer Program and supports social responsibility
- Develops and maintains effective customer service skills for communications with co-workers, customers, and the public in general
- Maintains strict confidentiality of business, employee, and customer information in written and oral communications and safeguards sensitive documents
- Adheres to NBU policies and procedures
- Exemplifies NBU Core Values of Safety, Team, Integrity, Culture, and Stewardship
- Participates in and supports initiatives to achieve annual strategic goals and annual priorities

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Work Experience Time Frame: Five Years or More

Field of Study: Communications, Public Relations, Journalism, Marketing, or related field

Other: Nine plus years' experience with a minimum of three years' supervisory experience may substitute for Bachelor's degree. Or, an equivalent combination of education and experience.

Certification and Licensures Requirements

- Must possess a valid Texas Driver's License and acceptable driving record is required.
- IABC's Communication Management Professional (CMP) or Strategic Communication Management Professional (SCMP) certification, PRSA's Accreditation in Public Relations (APR) or, other similar professional accreditation is desirable but not required.

Other Minimum Qualifications

- Knowledge and experience in one or more of the following communications fields: internal and/or external communications, media relations, public speaking, marketing, strategic communications, public relations, journalism, or mass communications.
- Strong written and oral communication skills.
- Knowledge of municipal government/public sector leadership, principles and practices, including budgeting and fiscal responsibility; operations, policies and procedures is a plus.
- Demonstrated people leadership and success in developing team members.
- Possesses strong competence in: servant leadership and collaboration; emotional intelligence and empathy; ethical stewardship and integrity; and strategic thinking.
- Outstanding interpersonal relationship building, coaching, conflict resolution skills, with an ability to bring people together to solve problems.
- Strong project management and organizational skills. Assessing and prioritizing multiple tasks, projects and demands.
- Knowledge and experience with social media channels required. Knowledge of social monitoring tools, such as Sprout Social a plus.
- Establishing and maintaining cooperative working relationships with City employees, officials, and representatives from other local, state and Federal agencies.
- Monitoring and controlling the confidentiality of City information, according to the standards of the Privacy Act of 1974.
- It is preferable that all executive leaders reside in at least one of three NBU service territories.

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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Microsoft Word	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Microsoft Publisher	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft PowerPoint	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Other Software Knowledge

Proficient in utilizing current versions of computer software and hardware provided by NBU to produce memos, reports, special operating reports, graphs, spreadsheets, and other documents that are clear, accurate and grammatically correct.

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: Frequently

- Computer Keyboard
- Telephone Keypad
- Calculator
- Calibrating Equipment

Walking: Frequently

- 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: Occasionally

- For Supplies
- For Files

Handling: Rarely

- Paperwork
- Monies

Kneeling: Rarely

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

Pushing/Pulling: Occasionally

- File Drawers
- Equipment
- Table and Chairs
- Hose

Climbing: Occasionally

- Stairs
- Ladder
- Step Stool
- Onto Equipment

Vision: Constantly

- Reading
- Computer Screen
- Driving
- Observing Worksite

Foot Controls: Occasionally

- Driving
- Operating Heavy Equipment
- Dictaphone

Balancing: Never

- 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:** Never
 Under Equipment
 Inside Attics/Pipes/Ditches

Listening to Equipment

- Twisting:** Occasionally
 From Computer to Telephone
 Getting Inside Vehicle

- Hearing:** Frequently
 Communication Via Telephone/Radio/To Co-Workers/Public

- Talking:** Frequently
 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Wetness and/or humidity (bodily discomfort from moisture)	<input checked="" type="checkbox"/>	<input 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 checked="" 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 checked="" type="checkbox"/>	<input 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Task	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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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