

**Job Title:** Director of Enterprise Communications

**Job Status:** Full-Time

**Department:** Enterprise Communications

**Job Grade:** 612

**Reports To:** Chief Communications and Strategy Officer

**Work Setting:** On-Site

**Pay Status:** Exempt

**Date Created/Updated:** 6/27/2024

**Location:** Main Office

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### Position Summary

The Director of Enterprise Communications will primarily be responsible for overseeing the development and execution of communication, branding, and messaging between NBU and its customers. This position will report directly to the Chief Communications and Strategy Officer and will also be responsible for facilitating the communication, branding, and information development process for the NBU Communications team.

The Director of Enterprise Communications, in conjunction with the Chief Communications and Strategy Officer, will set and guide the strategy for all communications, branding, website, public relations messages for internal and external stakeholders including media, and collateral to consistently articulate NBU's Mission, Vision and Core Values. The Director of Enterprise Communications will ensure NBU is viewed as the primary source, disseminator, and conduit of information within this diverse network for its employee and customer base.

The Director of Enterprise Communications will work closely with the Chief Communications and Strategy Officer as well as NBU Executive and Director team members on a variety of strategic initiatives.

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### Essential Duties & Responsibilities

Strategic Focus:

- Prioritize the overall needs of the organization from a communication and public relations standpoint and link them to NBU's strategic plan.
- Systematically plan communication requirements for the Communications team and implement new avenues of customer information and outreach as needed.
- Set strategic direction on communication and public relations for the organization as a whole and set mitigation measures in place to protect NBU's brand value and brand proposition.
- Display critical decision-making including the ability to process relevant information and emerging issues, committing to a definitive course of action and ensuring proper execution.
- Advise the COO on matters pertaining to communication and public affair activities, and ensure all functions are operating together effectively to achieve vision, strategy, and master plans.

Management/Supervision Responsibilities:

- Guide the professional development of the communications team, fostering a culture of continuous improvement and innovation within the department. Provide cohesive direction, leadership, guidance, counseling, and mentoring to the managers and staff.
- Create motivational goals with achievable outcomes for direct reports and staff.
- Monitor and evaluate the performance of direct reports and personnel to ensure that established NBU procedures and policies are enforced, achievements are recognized, performance standards are met, and professional growth opportunities are made available.
- Identify and offer training opportunities for staff to create an engaged and knowledgeable workforce and foster continuous growth and development.
- Effectively communicate, both up and down the organization, in order to create a fully functional team.
- Ability to manage challenges and conflicts yielding a productive and wholesome work environment.

### Essential Duties:

- Develop and execute a daily/weekly/monthly collateral and dissemination process for an “always on” internal and external messaging campaign utilizing all internal and external channels.
- Engage with local/state/national media on a continual basis to establish a cohesive relationship.
- Field and respond to all media inquiries as needed.
- Develop and implement comprehensive communication strategies that align with NBU’s goals and enhance its brand image.
- Oversee the creation of all forms of media and content, including press releases, speeches, and digital content, ensuring consistency in messaging across all platforms.
- Manage crisis communication plans, preparing for potential issues and responding swiftly to mitigate any negative impact on the organization’s reputation.
- Lead public relations efforts, building and maintaining positive relationships with media outlets, influencers, and other external stakeholders.
- Coordinate internal communications, ensuring that employees are informed and engaged with the appropriate and relevant information needed to be the most impactful ambassadors for NBU.
- Direct the NBU’s social media strategy, engaging with audiences across platforms to foster community and enhance brand visibility.
- Oversee the communications budget, allocating resources efficiently to support various initiatives and measuring the return on investment of communication activities.
- Oversee the contracted services of NBU’s communication and public relation consultants, including deliverables, invoices and issue resolution.
- Create and present professional communications in verbal, visual, and written format for both internal and external use.

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### Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

English, Marketing or Business Administration

Work Experience Time Frame: Seven Years or More

Other: [Click or tap here to enter text.](#)

Field of Study: Communication, Public Relations,

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### Certification and Licensures Requirements

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### Other Minimum Qualifications

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### 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 type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Microsoft PowerPoint	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
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## Other Software Knowledge

Click or tap here to enter text.

## Experience with Machines, Tools, Equipment and Other Work Aids

Click or tap here to enter text.

## Physical Demands

### Standing: Occasionally

- 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: Constantly

- Desk Work
- Meetings
- Driving

### Reaching: Occasionally

- For Supplies
- For Files

### Handling: Constantly

- 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: Never

- 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

**Hearing:** Constantly

- Communication Via Telephone/Radio/To Co-

**Other:** Click or tap here to enter text.

## Workers/Public

- Listening to Equipment

**Twisting:** Rarely

- From Computer to Telephone
- Getting Inside Vehicle

**Talking:** Frequently

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

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**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"/>

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**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 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.

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**Primary Work Environment:** Office Environment

Other: Click or tap here to enter text.

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**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

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**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 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 checked="" type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Other:** Click or tap here to enter text.

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**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.

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Employee's Signature

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Employee's Printed Name

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Date