
Job Title: Senior Internal Communications Specialist**Job Status:** Full-Time**Department:** Enterprise Communications**Job Grade:** 605**Reports To:** Enterprise Communications Manager**Work Setting:** On-Site**Pay Status:** Exempt**Date Created/Updated:** 6/26/2025**Location:** Main Office

Position Summary

This position is an exciting opportunity to shape the internal culture of a dynamic public utility company, driving engagement and connection among employees while ensuring consistent and clear communication throughout the organization.

The Internal Communications Specialist is responsible for developing and executing internal communication strategies that align with the company's mission, values, and goals. This role will manage communication platforms such as the employee intranet and newsletters, ensuring that employees are informed, engaged, and connected. The position also oversees the Employee Brand Ambassador program. The ideal candidate will be a strong writer, communicator and project manager with a passion for fostering a positive, inclusive and engaged workplace culture

Essential Duties & Responsibilities

- **Internal Communication Strategy:** Develop, implement, and manage internal communication strategies to enhance employee engagement, improve communication flow and align messaging with company objectives.
 - **Platform Management:** Oversee and maintain all internal communication platforms, including but not limited to the employee intranet, internal newsletters, digital signage, Appspace and email communication.
 - **Content Creation:** Produce engaging and relevant content for internal platforms, ensuring clear, consistent and timely communication across the organization.
 - **Employee Brand Ambassador Oversight:** Lead and support the program, promoting the organizational values, mission and image by building awareness and trust through authentic engagement of internal and external audiences.
 - **Collaboration:** Work closely with department heads, IT and HR to ensure that key initiatives, policies and updates are effectively communicated to all employees.
 - **Employee Feedback:** Act as a liaison for employee feedback, ensuring their voices are heard and incorporated into communication plans when appropriate.
 - **Brand Consistency:** Ensure all internal communication materials reflect the company's values and brand identity, promoting a unified and positive workplace culture.
 - **Metrics and Reporting:** Track and report on the effectiveness of internal communications through surveys, feedback and engagement metrics, using insights to adjust and improve strategies.
 - **Support:** Serve as support to external communications as needed.
-

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Relations or related field.

Work Experience Time Frame: Three Years or More

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

Field of Study: Marketing, Communications, Public

Certification and Licensures Requirements

Valid Texas Driver's License

Other Minimum Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, or related field.
- 3+ years of experience in internal communications, corporate communications or a similar role.
- Strong writing and editing skills, with the ability to produce clear, concise, and compelling content.
- Experience managing internal communication platforms (intranet, newsletters).
- Proven content planning and project management experience with ability to deliver on tight deadlines.
- Strong interpersonal skills with the ability to collaborate and build relationships across the organization.
- Creative thinker with the ability to solve problems and manage multiple priorities.
- Familiarity with public utilities, energy, or water sectors is a plus.
- Proficient grammar and writing skills for digital platforms, including website copy, newsletters, and internal and external communications; proofreading required.
- Ability to work both independently and as part of a team.
- Proficiency in Microsoft Office Suite and communication platforms (SharePoint, Yammer).

Preferred Qualifications:

- Utility sector experience.
- Fluent in Spanish a plus.
- Photography skills a plus.
- Presentation skills a plus.
- Experience with Canva or other online graphic design tool are 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 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

Adobe Creative Cloud Preferred, specifically InDesign

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

Lifting: Rarely

- ☒ 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

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

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 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