

**Job Title:** Community Engagement Strategist

**Job Status:** Full-Time

**Department:** External Relations

**Job Grade:** 605

**Reports To:** Director of External Relations

**Work Setting:** Hybrid

**Pay Status:** Exempt

**Date Created/Updated:** 8/13/2025

**Location:** Main Office

---

## Position Summary

The Community Engagement Strategist serves as the lead for developing and guiding long-term, high-impact community engagement strategies for New Braunfels Utilities (NBU). This role is designed for an experienced professional with the vision, expertise, and initiative to identify where and how NBU should focus its engagement efforts to best serve customers, strengthen relationships, and advance organizational priorities.

Operating with a high degree of independence and critical thinking, the Strategist will analyze community needs, anticipate emerging issues, and proactively design initiatives that foster trust, enhance understanding of NBU's water, wastewater, and electric services, and position the utility as a valued community partner. This position will influence and guide engagement approaches across the organization.

---

## Essential Duties & Responsibilities

### Strategic Planning and Program Leadership

- Lead the creation and implementation of multi-year community engagement strategies that align with NBU's mission, regulatory environment, and long-term service goals.
- Identify priority audiences, key issues, and optimal engagement channels through research, data analysis, and stakeholder input.
- Recommend focus areas for community investment, partnerships, and expanded outreach, ensuring resources are allocated for maximum impact.
- Anticipate community concerns and emerging trends to develop proactive engagement plans and minimize potential conflict.

### Stakeholder Engagement

- Cultivate and maintain relationships with civic leaders, industry groups, neighborhood associations, nonprofit organizations, and educational institutions.
- Serve as a representative of NBU at community events, public forums, and regional engagement initiatives.
- Facilitate strategic conversations between NBU leadership and key community stakeholders to advance shared goals.

### Internal and Cross-Departmental Collaboration

- Partner with Communications, Headwaters, Customer Solutions, Conservation, Operations and other departments to integrate engagement priorities into project planning.
- Lead cross-functional teams during large-scale events, campaigns, and outreach initiatives.
- Provide expert guidance on public perception risks and opportunities related to NBU projects.
- Ensure consistent, clear, and transparent messaging across all community touchpoints.

### Measurement and Continuous Improvement

- Develop metrics to assess the effectiveness, public sentiment, and impact of engagement initiatives.
- Deliver reports and presentations to senior leadership on program performance and community feedback.

- Conduct post-event evaluations and strategic debriefs for continuous improvement.

### General Responsibilities

- Maintain regular attendance; manage schedule to ensure availability for key deadlines and events.
- Follow NBU policies and procedures and adhere to NBU safety guidelines and practices at all times.
- Maintain a clean and safe work environment.
- Communicate effectively and professionally with co-workers, customers, and the public.
- Uphold strict confidentiality of sensitive information.
- Exemplify NBU’s Core Values: Integrity, Stewardship, Team, Culture, and Safety.
- Support initiatives to achieve NBU’s annual performance measures.

---

### Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors Public Administration, or a related field

Work Experience Time Frame: Five Years or More Other: Master Degree preferred

Field of Study: Communications, Public Relations,

---

### Certification and Licensures Requirements

#### Qualifications:

- Bachelor’s degree required in Communications, Public Relations, Public Administration, or a related field.
- Minimum of 5–7 years of experience in community engagement, public relations, or public affairs.
- Proven ability to think strategically, anticipate challenges, and propose innovative engagement solutions.
- Strong track record in building relationships with diverse audiences and navigating complex political and community dynamics.
- Strong knowledge of Texas Essential Knowledge and Skills (TEKS) standards.
- Excellent communication and facilitation skills, with the ability to present to large and small groups.
- Demonstrated capacity to work independently, prioritize competing demands, and deliver results without direct supervision.
- Proficiency in Microsoft Office Suite, Adobe Creative Cloud (InDesign preferred), and project management tools.
- Bilingual (Spanish) is a plus.

#### Certifications:

- Valid Texas Driver’s License required.
- IAP2, CP3, or MCP3 certification preferred.

#### Additional Information:

- Occasional evening and weekend work required.
- Local travel within NBU service area is expected.
- Physical demands include frequent standing, walking, presenting, and occasional lifting (up to 20 lbs)

---

### Other Minimum Qualifications

Click or tap here to enter text.

---

### 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

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: 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: Occasionally

- 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: Occasionally

- Stairs
- Ladder
- Step Stool
- Onto Equipment

#### Vision: Frequently

- 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

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

**Crawling:** Rarely

- Under Equipment
- Inside Attics/Pipes/Ditches

**Hearing:** Frequently

- 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 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:** Choose an item.

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 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 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