

**Job Title:** Community Engagement Specialist**Job Status:** Full-Time**Department:** External Relations**Job Grade:** 602**Reports To:** Community Engagement Manager**Work Setting:** On-Site**Pay Status:** Exempt**Date Created/Updated:** 1/5/2026**Location:** Main Office

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### Position Summary

The Community Engagement Specialist plans, coordinates, and executes high-impact community engagement initiatives that advance NBU's mission, visibility, and public education efforts. This role combines strategic outreach development with hands-on event leadership to deliver meaningful, well-organized experiences for community members while strengthening partnerships across the region. The Specialist serves as a key representative of NBU's Community Engagement team, supporting public awareness, education, and community relationships through effective communication and execution.

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### Essential Duties & Responsibilities

- Lead end-to-end planning, coordination, and execution of community engagement activities, overseeing logistics, staffing, vendors, facilities, and budgets to ensure high-quality events aligned with department goals.
- Represent NBU and its programs at community events, serving as a knowledgeable and professional ambassador.
- Design, implement, and refine community outreach strategies and programs that enhance public engagement, community alignment and awareness.
- Create and deliver informational materials tailored to community needs and engagement objectives.
- Develop and maintain engagement calendars, role assignments, and engagement plans supporting community and employee involvement.
- Conduct research, manage procurement, and maintain inventory of promotional items for department wide use.
- Provide leadership, guidance, and performance direction to staff and volunteers assigned to outreach events.
- Deliver cross training to NBU employees to ensure consistent, accurate representation of all departmental programs.
- Facilitate structured post-event debriefs to evaluate outcomes, identify lessons learned, and recommend improvements

### 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
- Follow NBU's safety guidelines and practices and adhere to NBU policies and procedures at all times.
- Maintain a clean and safe work environment.
- Develop & 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

- Exemplify NBU's Core Values of Integrity, Stewardship, Team, Culture and Safety
- Participate in and support initiatives to reach annual NBU performance measures.

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### Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Public Affairs, Communications or Business

Work Experience Time Frame: Three Years or

Other: Equivalent work experience is accepted in

More Field of Study: Community Engagement,

lieu of Bachelor's Degree

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### Certification and Licensures Requirements

Valid Texas driver's license

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### Other Minimum Qualifications

- Must possess the required knowledge, skills, abilities and experience, and demonstrate, with or without reasonable accommodations that the job's essential functions can be performed.
- Knowledge of conference/events processes.
- Proficient skills in oral and written communication, including public presentation.
- Skilled presenter in public settings
- Skill in establishing and maintaining professional relationships.
- Skill in coaching, and teaching assigned staff or event roles and responsibilities.
- Ability to work with minimal supervision.
- Ability to plan conferences and outreach events.
- Ability to accomplish multiple tasks and projects.
- Ability to professionally represent the External Affairs department and NBU.
- Ability to use various computer software applications like Outlook, Word, Excel, PowerPoint, Smartsheets, and other software that may be implemented

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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 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

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## 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:** Constantly

- ☒ Reading
- ☒ Computer Screen
- ☒ Driving
- ☒ Observing Worksite

### **Foot Controls:** Frequently

- ☒ 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

### **Crawling:** Never

- ☐ Under Equipment
- ☐ Inside Attics/Pipes/Ditches

### **Hearing:** Constantly

- ☒ Communication Via Telephone/Radio/To Co-Workers/Public
- ☐ Listening to Equipment

### **Twisting:** Occasionally

- ☒ From Computer to Telephone
- ☒ Getting Inside Vehicle

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

**Talking:** Constantly

**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 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:** Other (Specify Below)

Other: Work environment will be a combination of in-office and both indoor/outdoor community events.

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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 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 type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" 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 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.](#)

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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.

\_\_\_\_\_  
Employee's Signature

\_\_\_\_\_  
Employee's Printed Name

\_\_\_\_\_  
Date