

# Director, Communications Marketing & Business Readiness



<b>Job Code</b>	20000157	<b>Job Family</b>	Executive Leadership	<b>Leader</b>	
<b>Department</b>	Communications & Marketing	<b>Reports to</b>	GM/CEO	<b>Union Status</b>	Non-Represented
<b>FLSA Status</b>	Exempt	<b>Pay Grade</b>	3076		
<b>Last Updated</b>	8/29/2022				

## Accountability for Workplace Culture

Our PUD values are at the center of our culture. Putting the safety, health, and well-being of our communities and those we work with is valued above all else and everyone on Team PUD must meet this commitment daily. Nothing we do in achieving our Mission is worth a single injury, and all who interact with us must feel they are valued and welcomed as individuals.

Everyone on Team PUD, in all positions, is accountable for achieving this safe and welcoming culture by:

1. Taking full ownership for the safety of themselves and their coworkers, while ensuring everyone feels valued and welcomed.
2. Taking action to identify and eliminate their own and others' at-risk behaviors, including the behaviors that may undermine another's feelings of being welcomed and valued.
3. Following all safety rules and regulations and ensuring the PUD's expectations for conduct and respect are maintained.
4. Openly sharing near-misses, safety learning opportunities, and ways we can learn to be a more welcoming place while encouraging others to do the same.
5. Utilizing Stop Work Authority to intervene with anyone, anytime, in any place.
6. Intervening or seeking guidance to stop actions that are harmful to the wellbeing, health, or sense of belonging of others, and which are detrimental to our PUD values.

## Job Summary

Directs the planning and implementing of the Districts internal and external communications and activities helping to ensure connection between employees, teams and the District with its customers and provide information and education about the utility to all interested parties. Oversees the business readiness and training activities at the District that assist with the District continuously evolving and improving and helping employees work through resistance to adoption of new processes and ways of thinking. Also, oversees the mailing and printing services allowing the District to provide printing and billing services efficiently to the organization. Advises/recommends actions to the ELT and managers on area of expertise.

## Accountabilities

### Accountability #1

Create a culture of caring, mutual respect and trust that empowers current and future employees to do their best work for the benefit of our team members, customers, partners and stakeholders by providing employees opportunities to develop, supporting employees through change, hiring the right person for the right job, recognizing employee performance and achievements, being open to receiving, feedback from our employees and working daily to ensure a more equitable and inclusive environment, and similar responsibilities.

### Accountability #2

Guides team on bringing effective, transparent, timely, informative internal and external communications focused on keeping employees, teams, and customer/owners well informed and educated in alignment with District communication goals, encourage internal teams to speak up, share and connect through communications, accomplish goals by the use of words and design and by exploring and utilizing a wide array of mediums available to achieve greater employee and customer awareness and satisfaction, and similar responsibilities.

### Accountability #3

Demonstrate continual improvement that delivers outstanding value to our customers by developing, recommending, and effectively managing budget/s, identifying, evaluating, and recommending resourcing options that reflect appropriate prioritization and tradeoffs between cost and quality results, determining and realizing opportunities for improved efficiency and effectiveness, and similar responsibilities.

### Accountability #4

Demonstrate powerful community and internal organization partnership that proactively anticipates and supports internal and community needs by guiding team on bringing creative, fun, informative, timely, consistent community engagement activities developed toward energizing life in our communities, increasing our positive customer outreach, providing a better understanding of the value

we bring and contributing in positive, responsive ways to the requests of many of our special need audiences. Guides team on bringing creative, fun, informative, team-building activities to the organization designed to strengthen connection and break down hurdles and pillars between work groups and similar responsibilities.

**Accountability #5**

Guides team on bringing creative, fun, informative, team-building activities to the organization designed to strengthen connection and break down hurdles and pillars between work groups, and similar responsibilities.

**Accountability #6**

Demonstrate powerful partnership that reflects an understanding of community and customer needs by guiding team members on bringing creative, informative, curriculum to students and educators throughout our service area. These are meant to educate students and educators on the basics of electricity and water, impacts on environment and how to keep safe as well as build connection between the District and its customer base. Programs, lessons and services are all built around the support of STEAM activities and in alignment with Washington State Science Standards, and similar responsibilities.

**Accountability #7**

Deliver exceptional value to our customers through continual improvement and innovation by guiding and overseeing the dynamic, evolving, wide-array of activities involved in business readiness (change management) and the supporting training to help overcome employee resistance and maximize enthusiasm and adoption of new methods or doing business and thinking, and similar responsibilities.

**Accountability #8**

Achieve the highest level of employee and community trust in how the District manages customer centric services and programs by overseeing customer satisfaction surveying and researching to provide input to all levels of the organization for insight and planning toward new services, programs and providing excellent customer experiences. Works with departments around the District to determine needs and information needed, and similar responsibilities.

**Accountability #9**

Oversees team members who deliver high quality delivery of mailing and printing services allowing the District to provide efficient billing to the District and its customers increasing the positive regard customers have of their utility. Additionally, team provides fast, quality service to teams around the District for all their printing and mailing needs.

**Accountability #10**

Deliver exceptional value focused on clearly defined priorities and tradeoffs by participating as an active member of the ELT sharing ideas, seeking guidance and input, developing communications and marketing

plans, assisting with strategic planning, and supporting team building to assist with providing to the District a strong, dynamic, high functioning team that leads by example, and similar responsibilities.

### Minimum Qualifications Note

The minimum qualifications listed below are representative of the knowledge, skills, and abilities needed to perform this job successfully, as described in the Accountabilities. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential Accountabilities (duties and responsibilities) of this position. If you need assistance and/or a reasonable accommodation due to a disability during the application or recruiting process, please contact Human Resources at [HRRecruiting@snopud.com](mailto:HRRecruiting@snopud.com), or by phone at 425-783-8655.

### Qualifications – Education and Experience

#### **Minimum Required Education and Experience:**

Bachelor's Degree in Communications, Marketing, Journalism, Continuous Improvement, Organizational Psychology, or related field, AND

Six (6) years progressively responsible experience in corporate communications, marketing, public relations or public affairs in a lead media relations role;

OR

Ten (10) years progressively responsible experience in corporate communications, marketing, public relations or public affairs in a lead media relations role.

#### **Preferred Education and Experience:**

Masters degree in Communications, Marketing, Journalism, Continuous Improvement, Organization Psychology or related field

### Qualifications – License(s) and/or Certification(s)

#### **Minimum Required License(s) and/or Certification(s):**

**Preferred License(s) and/or Certification(s):**

**Qualifications – Skills and Abilities**

**Minimum Required Skills and Abilities:**

Overall leadership and management principles, methodologies, tools and skills  
Concepts of community engagement, communications, public relations, media relations, business readiness and market research  
Fundamentals of journalism, writing, photography, social media, the web, video production and advertising.  
Principles of organizational health, development and alignment.  
Computer applications including word processing, spreadsheets and data bases.  
Change management principles, methodologies and tools.  
Communication principles, methodologies and tools.  
Coaching and supervisory concepts.  
Conflict resolution techniques.  
Clear understanding and ability for strategic planning.  
Problem solving and root cause identification skills.  
Acute business acumen and understanding of organizational issues and challenges.  
Research and analysis techniques.  
Project management approaches, tools and phases of the project lifecycle.  
Large-scale organizational change efforts.  
Direct and manage complex functions.  
Perform multi tasking.  
Thrive in a fast paced, frequently changing environment.  
Communicate effectively with all levels in the organization both orally and in writing.  
Use strong written and verbal communication skills.  
Use strong active listening skills.  
Clearly articulate messages to a variety of audiences.  
Supervise, coach and assist staff in development of skills.  
Establish and maintain strong relationships.  
Influence others and move toward a common vision or goal.  
Be flexible and adaptable; able to work in ambiguous situations.  
Be resilient and tenacious with a propensity to persevere.  
Be forward looking with a holistic approach.  
Be organized with a natural inclination for planning strategy and tactics.  
Work effectively with all levels in an organization.  
Work as a team player and work collaboratively with and through others.  
Analyze and resolve complex problems.  
Learn, interpret and apply District Directives and policies.

Coordinate a variety of complex tasks and assignments simultaneously.  
Manage confidential information.  
Use independent and discretionary judgement.  
Have fun while getting lots done and encourage others around you

***Preferred Skills and Abilities:***

**Competencies**

The following competencies describe the cluster of behaviors associated with job success in the job group identified as “Leader” at the Executive Leadership Team level.

Authenticity  
Building Customer Relationships  
Building Self-Insight  
Business Savvy  
Coaching and Developing Others  
Compelling Communication  
Courage  
Creating a Culture of Trust  
Creating an Inclusive Environment  
Cultivating Networks and Partnerships  
Driving Execution  
Emotional Intelligence Essentials  
Energizing the Organization  
Establishing Strategic Direction  
Executive Presence  
Financial Acumen  
Inspiring Excellence  
Leading Change  
Optimizing Diversity  
Personal Growth Orientation  
Positive Approach  
Sharing Responsibility (Delegating)  
Strategic Influence

## Physical Demands

### Physical Demands List

### Frequency

Sit	Frequent (34-66%)
Walk	Frequent (34-66%)
Stand	Frequent (34-66%)
Drive	Occasional (11-33%)
Work on ladders	Never
Climb poles or trees	Never
Work at excessive heights (note heights in open text box below)	Never
Twist	Seldom (1-10%)
Bend/Stoop	Seldom (1-10%)
Squat/Kneel	Seldom (1-10%)
Crawl	Seldom (1-10%)
Reach	Seldom (1-10%)
Work above shoulders (note specific activity in open text box below)	Never
Use Keyboard /mouse	Constant (67-100%)
Use wrist (flexion/extension)	Seldom (1-10%)
Grasp (forceful)	Frequent (34-66%)
Fine finger manipulation	Constant (67-100%)
Operate foot controls	Occasional (11-33%)
Lift (note weight in open text box below)	Never
Carry (note weight in open text box below)	Never
Push/Pull (note specifics in open text box below)	Never
Work rapidly for long periods	Frequent (34-66%)
Use close vision	Constant (67-100%)
Use distance vision	Occasional (11-33%)
Use color vision	Constant (67-100%)
Use peripheral depth perception	Seldom (1-10%)
Speak	Frequent (34-66%)
Hear	Frequent (34-66%)

**Additional Physical Demands not listed above and associated frequency below.**

## Mental Demands

### Communication

### Frequency

Understand and carry out simple oral instructions	Frequent (34-66%)
Understand and carry out complicated oral instructions	Frequent (34-66%)
Train other workers	Constant (67-100%)
Work alone	Frequent (34-66%)
Work as a member of a team	Frequent (34-66%)
Follow standards for work interactions	Constant (67-100%)
Write communications for clarity and understanding	Constant (67-100%)
Speak with clarity with others	Constant (67-100%)
<b>Comprehension</b>	<b>Frequency</b>
Read and carry out simple instructions	Constant (67-100%)
Read and carry out complicated instructions	Occasional (11-33%)
Retain relevant job information	Constant (67-100%)
<b>Reasoning</b>	<b>Frequency</b>
Read and interpret data	Frequent (34-66%)
Count and make simple arithmetic additions and subtractions	Frequent (34-66%)
Use intermediate and/or advanced math	Seldom (1-10%)
<b>Organization</b>	<b>Frequency</b>
Plan own work activities	Constant (67-100%)
Plan work activities of others	Constant (67-100%)
Direct work activities of others	Constant (67-100%)
<b>Resilience</b>	<b>Frequency</b>
Work under pressure	Constant (67-100%)
Work for long periods of time	Frequent (34-66%)
Work on several tasks at the same time	Constant (67-100%)

**Additional Mental Demands not listed above and associated frequency below.**

## Work Environment

Environmental Conditions List	Frequency
Exposure to weather	Seldom (1-10%)
Wet and/or humidity	Never
Atmospheric conditions	Never
Confined/restricted working environment	Never
Vibratory Tasks – High	Never
Vibratory Tasks – Low	Never



**Additional Environmental Conditions in this job not listed above and the associated frequency below.**

<b>Risk Conditions List</b>	<b>Frequency</b>
Exposure to Heights	Never
Exposure to Electricity	Never
Exposure to Toxic or Caustic Chemicals	Never
Working with Explosives	Never
Exposure to Radiant Energy	Never
Extreme Cold	Never
Extreme Hot	Never
Proximity to Moving Mechanical Parts	Never
Noise Intensity	Never
Exposure to animals	Never
Working with angry customers	Occasional (11-33%)

**Additional Risk Conditions present in this job not listed above and the associated frequency below.**

**On-Call Status and Frequency**

**On-Call is required.**

- Yes
- No

**On-call activities and frequency.**

Nature of the job to be available whenever needed. Daily.

**Work Location**

**The primary assignment for this position is:**

- Remote
- Office Hybrid
- On-Site
- Field/Job Site

While this description has provided an accurate overview of responsibilities, it does not restrict management's right to assign or reassign duties and responsibilities to this job at any time. This position description is designed to outline primary duties, qualifications, and job scope, but not limit our employees or the organization to complete the work identified. In order to serve our customers best, each employee will offer their services wherever and whenever necessary to ensure the success of the District in serving our customers, to further the safety, health, and inclusivity of employees and the public, and achieve expectations of the District overall, while also remaining flexible in recognition of the employee's wellbeing.