



Lead Communications Specialist

Job Code	20001025	Job Family	Relationship Management	Professional / Knowledge Worker	
Department	Communications & Marketing	Reports to	Comm Mrktng & Bus Rdns Director	Union Status	Non-Represented
FLSA Status	Exempt	Pay Grade	2058	This Job is a Lead	Yes
Last Updated	12/1/2022				

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

Assists with oversight of roles in the department and how they interact and support each other for best results. Develops, identifies, plans and implements strategies to provide effective customer relations and employee communications. Serves as one of the primary spokesperson and liaison with employees, the public, or media. Serves as the editorial project leader for internal and external publications. Researches, writes, edits, evaluates and coordinates customer and employee communications. Plans, develops, implements and coordinates department communications and marketing strategies and activities. Oversees various department programs to ensure customer and community satisfaction.

Accountabilities

Accountability #1

Contributes to leading effective, transparent, timely, informative internal communications to the organization focused on keeping employees and teams well connected, informed and educated on the happenings of the District and the daily things there are to know. Encourages organization to speak up, share, and connect through communications. This is achieved through words and design and by exploring and utilizing a wide array of mediums available, and similar responsibilities.

Accountability #2

Contributes to leading effective, transparent, timely, informative external communications from the organization focused on keeping customer/owners well informed and educated on the the happenings, services and value the District brings customers and our communities, keeping them connected to their utility and resulting in high levels of customer satisfaction. This is achieved through words and design and by exploring and utilizing a wide array of mediums available, and similar responsibilities.

Accountability #3

Contributes to leading 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 our diverse audiences, and similar responsibilities.

Accountability #4

Takes lead on media interactions (print, radio, TV) to update customer base on breaking news and happenings at the organization. Takes an active lead in providing information to employees and customers during storms and emergencies, and similar responsibilities.

Accountability #5

Works proactively to reach out to work groups across the District to tell their stories, support communication and marketing interests. Works as a positive and active member of committees, groups and teams as well as working productively independently, and similar responsibilities.

Accountability #6

Takes a lead role in oversight of social media, internet and District web sites to bring effective, transparent, timely, informative external communications from the organization focused on keeping customer/owners well informed and educated on the happenings, services and value the District brings customers and our communities assisting with keeping them connected to their utility and resulting in high levels of customer satisfaction, and similar responsibilities.

Accountability #7

Accountability #8

Accountability #9

Accountability #10

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, or by phone at 425-783-8655.

Qualifications – Education and Experience

Minimum Required Education and Experience:

Bachelor's Degree in Communications, Journalism, Marketing, or related field, AND
Six (6) years of related, progressively more responsible experience in corporate communications, marketing, public relations, public affairs, or related;

OR

Ten (10) years of related, progressively more responsible experience in corporate communications, marketing, public relations, public affairs, or related.

Preferred Education and Experience:

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 Manager level.

Adaptability
Aligning Performance for Success
Building Customer Relationships

Building Talent
 Coaching
 Communication
 Continuous Improvement
 Continuous Learning
 Courage
 Creating a Culture of Trust
 Creating an Inclusive Environment
 Customer Focus
 Delegation and Empowerment
 Driving for Results
 Driving Innovation
 Emotional Intelligence Essentials
 Empowering Decision Making
 Execution
 Guiding Team Success
 Initiating Action
 Inspiring Others
 Leveraging Feedback
 Positive Approach
 Professional Knowledge and Aptitude
 Selecting Talent
 Stress Tolerance
 Technology Savvy

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)	Constant (67-100%)
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	Seldom (1-10%)
Use color vision	Occasional (11-33%)
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	Constant (67-100%)
Understand and carry out complicated oral instructions	Occasional (11-33%)
Train other workers	Frequent (34-66%)
Work alone	Occasional (11-33%)
Work as a member of a team	Constant (67-100%)
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%)

Comprehension

	Frequency
Read and carry out simple instructions	Frequent (34-66%)
Read and carry out complicated instructions	Frequent (34-66%)
Retain relevant job information	Constant (67-100%)

Reasoning

	Frequency
Read and interpret data	Frequent (34-66%)
Count and make simple arithmetic additions and subtractions	Frequent (34-66%)
Use intermediate and/or advanced math	Occasional (11-33%)

Organization	Frequency
Plan own work activities	Constant (67-100%)
Plan work activities of others	Frequent (34-66%)
Direct work activities of others	Frequent (34-66%)
Resilience	Frequency
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.

Risk Conditions List	Frequency
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.

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.