



Media & Public Relations Specialist II

Job Code	20001056	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	2055	This Job is a Lead	No
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

Develops, identifies, plans and implements strategies to provide effective customer relations and employee communications. May act as a spokesperson and liaison with the media with guidance and input from management. Assists the editorial project leader for internal and external publications. Assists with researching, writing, editing, evaluating and coordinating customer and employee communications. Assists with planning, developing, implementing and coordinating department communications and marketing strategies and activities.

Accountabilities

Accountability #1

Assists with delivering excellent employee experiences through transparent, informative, and proactive internal communications to the organization by focusing on keeping employees and teams well connected, informed and educated on the happenings of the District and the daily things there are to know, encouraging the organization to speak up, share, and connect through effective communications, employing relevant and creative methods and utilizing a wide array of mediums and similar responsibilities.

Accountability #2

Maintain transparency and the trust of our customers and stakeholders by assisting with bringing 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, assisting with keeping them connected to their utility and resulting in high levels of customer satisfaction, and similar responsibilities.

Accountability #3

Demonstrate powerful community engagement that reflects an understanding of community and customer needs by assisting with the development of creative, fun, informative, timely, consistent community engagement activities that energizes life in our communities, increases our positive customer outreach, providing a better understanding of the value we bring, contributing in positive, responsive ways to the requests of many of our special need audiences and similar responsibilities.

Accountability #4

Demonstrate powerful partnership that serves as a valuable resource for our customers and community partners by assisting with delivering effective print, radio, tv media interactions to update customer base on breaking news and happenings at the organization, providing information to employees and customers during storms and emergencies and similar responsibilities.

Accountability #5

Increase the public's confidence in the quality of the District's service delivery by assisting with developing internal and external advertising, promotions and campaigns designed to increase employee and customer awareness of our programs and services utilizing a wide array of methods and mediums and similar responsibilities.

Accountability #6

Assist in leveraging technology and prudently managing costs to deliver outstanding value to our customers by effectively using social media, the internet and District web sites to provide meaningful, transparent, timely informative external communications and similar responsibilities.

Accountability #7

Maintain transparency and the trust of our employees, customers and stakeholders by assisting with reaching out to work groups across the District to tell their stories, support communicating and marketing interests, work as a positive and active member of committees, groups, and teams as well as independently to deliver meaningful content and similar responsibilities.

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
Two (2) years of experience in corporate communications, marketing, public relations or public affairs, or related;

OR

Six (6) years of experience in corporate communications, marketing, public relations or 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:

Media relations techniques.
Concepts and philosophies of communications and marketing, including public relations, customer relations, advertising, research and crisis management.
Fundamentals of journalism, writing and publication production.
Project management techniques and practices.
Business management practices.
Photography techniques.
Project management, negotiation, relationship building/partnering, conflict management/mediation.
Computer applications including word processing, spreadsheets and databases.
Customer service techniques and practices.

Communicate both orally and in writing, and work effectively with all levels of the organization and the general public.
Analyze and resolve problems.
Determine and implement the most appropriate means to communicate information.
Manage confidential and sensitive information appropriately.
Use independent and discretionary judgment.
Develop plans, manage projects and lead project groups.
Perform under pressure with tight deadlines.
Work independently and as part of a team.
Learn, interpret and apply District directives and policies.
Use a personal computer and associated applications.
Analyze and interpret complex information and statistical information and trends.
Plan, prioritize and manage a variety of projects and shifting priorities.
Be on call 7x24 on a rotational basis and work extended hours to deal with media relations.

Preferred Skills and Abilities:

Competencies

The following competencies describe the cluster of behaviors associated with job success in the job group identified as “Professional / Knowledge Worker”.

- Adaptability
- Building Customer Loyalty
- Building Partnerships
- Communication
- Continuous Improvement
- Continuous Learning
- Courage
- Decision Making
- Earning Trust
- Emotional Intelligence Essentials
- Facilitating Change
- Influencing
- Initiating Action
- Innovation
- Leveraging Feedback

- Mentoring
- Planning and Organizing
- Positive Approach
- Professional Knowledge and Aptitude
- Stress Tolerance
- Technology Savvy
- Valuing Differences
- Work Standards

Physical Demands

Physical Demands List

Frequency

Sit	Frequent (34-66%)
Walk	Occasional (11-33%)
Stand	Occasional (11-33%)
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	Never
Reach	Occasional (11-33%)
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)	Occasional (11-33%)
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	Frequent (34-66%)
Use distance vision	Frequent (34-66%)
Use color vision	Frequent (34-66%)
Use peripheral depth perception	Frequent (34-66%)
Speak	Constant (67-100%)
Hear	Constant (67-100%)

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	Constant (67-100%)
Train other workers	Occasional (11-33%)
Work alone	Frequent (34-66%)
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	Constant (67-100%)
Read and carry out complicated instructions	Frequent (34-66%)
Retain relevant job information	Constant (67-100%)
Reasoning	Frequency
Read and interpret data	Constant (67-100%)
Count and make simple arithmetic additions and subtractions	Occasional (11-33%)
Use intermediate and/or advanced math	Seldom (1-10%)
Organization	Frequency
Plan own work activities	Constant (67-100%)
Plan work activities of others	Occasional (11-33%)
Direct work activities of others	Seldom (1-10%)
Resilience	Frequency
Work under pressure	Constant (67-100%)
Work for long periods of time	Constant (67-100%)
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

Environmental Conditions List	Frequency
Exposure to weather	Seldom (1-10%)
Wet and/or humidity	Seldom (1-10%)
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

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.