

Manager, Corporate Communications



Job Code	20001118	Job Family	LEADER	Professional / Knowledge Worker	
Department	Communications and Marketing	Reports to	Chief Communications Officer	Union Status	Non-Represented
FLSA Status	Exempt	Pay Grade	2059	This Job is a Lead	
Last Updated	3/17/25				

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

Responsible for overseeing communication or community engagement to ensure compliance and excellent customer experience delivered through all channels. Oversees and executes strategies to provide effective customer relations and employee communications. Directs the Communications or Engagement Team in developing and accomplishing the District's established goals and strategic objectives. Serves as one of the primary spokespersons and liaison with employees, the public, and media.

Accountabilities

Accountability #1

Foster and lead staff in creating a culture of safety (physical, emotional and psychological), caring for employees, respect, and valuing one another. Empower current and future employees to do their best work for the benefit of other 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 and giving timely feedback from/to employees and working daily to ensure a more equitable and inclusive environment, and similar responsibilities.

Accountability #2

Demonstrate continual improvement that delivers outstanding value to our customers by developing, recommending, and effectively managing budget/s, identifying, evaluating, and recommending 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 #3

Deliver exceptional value focused on resource planning by ensuring evaluation of staffing needs of the department and makes recommendations to the Chief Communications Officer for increases and/or decreases in staffing levels. Ensures interviews are conducted and staff selections are made to meet the District's values, strategic plans and critical goals, and similar criteria.

Accountability #4

Deliver exceptional value to our customers through measurement and change management by ensuring measurement of departmental and District wide performance through the establishment and monitoring of relevant KPIs and similar responsibilities.

Accountability #5

#5A Leads effective, transparent, timely, informative internal and external communications focused on keeping employees and customers well connected, informed and educated on the happenings of the District through a variety of channels (social, TV, print, Radio, etc.) and similar responsibilities.

#5B Leads 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 #6

#6A 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.

#6B Serves as the lead for the Engagement Council and editorial lead for external engagement delegating to team members as needed. Researches, writes, edits, evaluates and coordinates customer and employee communications for external engagement. Plans, develops, implements and coordinates external engagement communications and marketing strategies and activities.

Accountability #7

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 #8

Demonstrate powerful partnership that reflects an understanding of community and customer needs by ensuring that respective departments partner along with external stakeholders within the District's service territory and similar responsibilities.

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 related, progressively more responsible experience in corporate communications, marketing, public relations, public affairs, or related;
OR
Six (6) 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.

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	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.