

VALLEY ELECTRIC ASSOCIATION, INC.
JOB DESCRIPTION

I. IDENTIFICATION

- A. Title: **Community Relations Supervisor**
- B. Department: Corporate Communications
- C. Reports To: Chief Evangelist

II. OBJECTIVES

This position is responsible for developing relationships that position the Cooperative as a valued neighbor in the communities it serves. This position assists the Chief Evangelist in establishing VEA and its subsidiaries as standards in the industries they serve. This position will also be responsible for assisting the Chief Evangelist in sharing our authentic and inspiring story and by creating relationships based on transparency and open communication that ultimately fosters trust and loyalty among its stakeholders, who in turn become evangelists themselves. This position is responsible for community relations, which includes involvement in various community events, acting as a liaison between Ambassadors and VEA, educating members about the cooperative business model, and participating in economic and community development activities as necessary. In addition, this position will support various levels of management and team members as needed and requires close coordination and communication with the marketing and communications team.

III. KEY RESPONSIBILITIES AND DUTIES

- a. Recognize opportunities for cultivating, strengthening, repairing, and/or maintaining long-term relationships that position the Cooperative favorably in the communities it serves or that create opportunities for the Cooperative.
- b. Conducts informational/training sessions for Cooperative staff about activities of the department.
- c. Helps prepare the Community Relations component of the Cooperative's business plan, annual work plan, department activity reports and budget.
- d. Explains Cooperative policies and procedures, rate schedules, etc., to members and potential members when requested.
- e. Assist with promotion of new programs.
- f. Assists in planning, administering and execution of Ambassador Programs and committees.

- g. Assist in the writing and production management for newsletters and informational brochures, website, programs, directories, public relations, Economic Development and Government programs.
- h. Responsible for planning and implementing community-presence activities on behalf of the Cooperative.
- i. Works with, coordinates and presents informational/educational activities/information with members, government entities, news media, community groups, and the general public.
- j. Represents the Cooperative as a participant in local Chamber, economic development and civic group committees and activities.
- k. Assists with the planning and scheduling of cooperative consumer education and information activities.
- l. Helps recruit interns and assists in coordinating intern placement within the organization for the broadest range of opportunities.

Provides assistance to the Chief Evangelist, by:

- m. Building support for the company goals, both internally and externally.
- n. Understanding the business and community climate and analyze trends in order to stay abreast on how our brand is perceived, and feed that information back to the organization.
- o. Recognizing opportunities for cultivating, strengthening, repairing, and/or maintaining long-term relationships that position the Cooperative favorably in the community, or that create opportunities for the company.
- p. Overseeing the Ambassador Program, with the goal of converting members into evangelists.
- q. Overseeing the student intern / youth program, including recruitment and coordination of their placement within the organization for the broadest range of opportunities.
- r. Planning programs or creating opportunities that promote good will and fosters relationships, both internally and externally.
- s. Aiding members and non-members in seeing the benefits of the products and services we currently provide or will provide in the future.
- t. Be a VEA/VCA brand Ambassador.
- u. Assisting with the scheduling of the Valley Conference Center for community use.

IV. RELATIONSHIPS

Employee will communicate, collaborate, and cooperate with colleagues, members, and vendors.

Inside the organization:

- a. Reports to Chief Evangelist, keeping him/her informed of work in progress and alerting him/her of potential issues.
- b. Coordinate/Cooperate with Marketing and Media Relations Representative and Key Accounts Coordinator.
- c. Coordinate/Cooperate with other department personnel in coordination of activities, projects, events and preparation of reports.

Outside the organization:

- a. Member/Consumers/Ambassadors/Stakeholders/Government/Economic Development/Community Leaders, providing prompt, courteous service and information.
- b. Vendors, solicitors, and community leaders contacting a Cooperative representative.
- c. Educational institutions where internship programs are available.

V. AUTHORITIES AND ACCOUNTABILITY

The Community Relations Supervisor shall have full authority to carry out the responsibilities and duties of this position in conformity with established policies and procedures.

(S)He should remember that (s)he is accountable to the management of the Cooperative for the efficient performance of these responsibilities and that, although some of these responsibilities may be assigned to another person, the accountability for the successful completion of these responsibilities cannot be.

(S)He is encouraged to use initiative and judgment in making decisions, remembering that the Cooperative's best interest can be affected by his (her) actions.

(S)He should feel free to make suggestions for the improvement of operations and efficiency.

(S)He shall secure the approval of the EVP of Corporate Communications or the CEO in making decisions when policies are not clear or require interpretation.

VI. SPECIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty as assigned, satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education: 4-year college degree, with three years of related experience, or a combination of directly related experience and education that would qualify for this position.

Experience: Must possess or develop a basic understanding of the industry and its concepts, practices and procedures. Member and Communications Services experience in the electric utility business preferred. Public relations, economic development, advertising and writing skills necessary.

Job Knowledge: Must have a basic knowledge of public relations, economic development, marketing and working with a wide variety of people. Must be familiar with and have the ability to use social media, community networks, etc. Basic knowledge of computer systems, writing, research skills, editing and html/website knowledge.

Abilities and Skills: Strong technical skills relating to the utility industry. Must have the ability to effectively carry out the assigned responsibilities of the job. Must have the ability to effectively communicate through written and oral means. Must have the ability to prepare and present speeches, audiovisual presentations, demonstrations, and written communications for members, prospective members, government entities, civic and school groups, and the general public. Must have the ability to be multi-task oriented, organized, energetic, a self-starter and able to meet deadlines. Must have the ability to effectively communicate and work with all levels of Cooperative personnel. Must be friendly and approachable with strong collaboration, leadership and interpersonal skills. Must be proficient in the use of personal computers including word processing, spreadsheet, graphic editing and desktop publishing software applications.

Working Conditions: Must have the ability to work normal office hours with occasional evening, weekend hours, and travel to surrounding areas, sometimes on short notice. Must have the ability to drive to field visits with members and potential members regularly. Must have the ability to attend seminars and workshops as scheduled. Must have the ability to wear appropriate attire and maintain a professional demeanor. Must have the ability to maintain a valid Nevada driver's license.

Physical Requirements: Must have the ability to operate personal computer and other standard office equipment. Must have the ability to carry small items short distances. Must have the ability to reach arms over head. Must have the ability to sit or drive for extended periods of time. Must have the ability to drive at night.

This job description in no way implies that the duties and responsibilities listed herein are the only ones the employee can be required to perform. The employee is expected to perform other tasks, duties and training as instructed by the supervisor.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.

Accepted

by Date:

Employee

Date:

Manger