

Job Title: Enterprise Communications Manager**Job Status:** Full-Time**Department:** Enterprise Communications**Job Grade:** 608**Reports To:** Director of Enterprise Communications**Work Setting:** Hybrid**Pay Status:** Exempt**Date Created/Updated:** 6/26/2024**Location:** Main Office

Position Summary

The Enterprise Communications Manager is responsible for communicating, promoting and supporting NBU's image and initiatives in the public sector. The Enterprise Communications Manager works closely with the Director of Enterprise Communications, the Chief Communications & Strategy Officer, organization leadership, and others throughout the company to support the company's internal and external communication and outreach goals. A strong writer with sound judgment, the manager leads department initiatives under the oversight of the Director, understands and helps promote strategic communications and the company's goals, writes high-quality content, and assists with daily leadership of digital communication channels and new media.

Essential Duties & Responsibilities

MANAGEMENT/SUPERVISION

- Plan, monitor, and appraise job results of the reporting staff including coaching and counseling as needed; develop, coordinate, and enforce systems, policies, procedures, and productivity standards within the communications department.
- Helps set department priorities and milestones for project and assignment completion
- Review and approve purchases and payroll time entry for department
- Prepare monthly and quarterly reports, board reports and presentations as needed and/or as scheduled
- Attend managers' meetings and report appropriate information to direct reports
- Ability to communicate effectively both in written and oral modes
- Ensure personnel are safety conscious and adhere to NBU safety guidelines and practices at all times and in all situations
- Helps establish strategic goals by gathering pertinent business, financial, service, and operations information; identifying and evaluating trends and options; assist with the setting courses of action; executing objectives and evaluating department outcomes.
- Research industry and job-related trends and provide thought leadership to ensure the department functions with innovation
- Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, benchmarking state-of-the-art practices; participating in professional societies.
- Accomplishes financial objectives by forecasting requirements; prepares & monitors annual O & M, capital and personnel budgets; scheduling expenditures; analyzing variances; initiating corrective actions.
- Professional understanding of crisis management and execution

PUBLIC INFORMATION

- Respond to e-mails and letters
- Answering or making phone calls
- Public speaking as needed and assigned by the Director of Enterprise Communications or the Chief Communications and Strategy Officer
- Oversight of website management and updates
- Production of news releases, interviews, etc., for local and regional media
- Coordinate media and educational opportunities with City, County, and Area Schools and Businesses
- Oversight and approvals of social media updates
- Production and design of internal and external public information documents

BRAND MANAGEMENT AND MARKETING

- Concepting ideas for advertising and promotional material
- Management of logo use throughout company
- Coordinating educational and informational material with other departments to promote programs
- Coordination of volunteer base and events for community service programs
- Help with the daily management of marketing/PR contract firms

MANAGES AND OVERSEES DIVISION BUDGET

- Directing, overseeing, and participating in the development and administration of the Communication Department budget
- Monitoring budget and expenditures
- Directing consultants in monitoring budgets

GENERAL RESPONSIBILITIES

- Maintain regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines or negatively affect direct reports' ability to do their jobs when applicable
- Adhere to NBU safety guidelines and practices at all times and in all situations
- Maintain a clean and safe work area, office, field site and vehicle as applicable
- Develop & maintain effective customer service skills for communications with co-workers, customers and the public in general
- Maintain strict confidentiality of business, employee and customer information in written and oral communications and safeguard sensitive documents
- Adhere to NBU policies and procedures
- Exemplifies NBU Core Values
- Participate in and support initiative to reach annual NBU Performance Measures

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Field of Study: Communications, Marketing, PR

Work Experience Time Frame: Three Years or More

Other: Five years' experience may substitute for a Bachelor's degree

Certification and Licensures Requirements

A valid Texas Driver's License is required to operate a company vehicle when necessary.

Other Minimum Qualifications

Knowledge of Computer Software

	No Knowledge	Beginner	Intermediate	Expert
ArcGIS	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
AutoCAD	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Crystal Reports	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Access	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft Excel	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Microsoft Word	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Microsoft Publisher	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Microsoft PowerPoint	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Other Software Knowledge

Adobe Photoshop, OnBase, HTE, Adobe Acrobat, Outlook Express, and Canva

Experience with Machines, Tools, Equipment and Other Work Aids

Telephone, Fax, Calculator, Camera, Computer

Physical Demands

Standing: Frequently

- Making Presentations
- Observing Work Sites
- Observing Work Duties
- Communication with Co-Workers

Fine Dexterity: Frequently

- Computer Keyboard
- Telephone Keypad
- Calculator
- Calibrating Equipment

Walking: Frequently

- To Other Departments/Office/Office Equipment
- Around Worksite

Lifting: Occasionally

- Supplies
- Equipment
- Files

Carrying: Occasionally

- Supplies
- Equipment

- Files

Sitting: Constantly

- Desk Work
- Meetings
- Driving

Reaching: Occasionally

- For Supplies
- For Files

Handling: Occasionally

- Paperwork
- Monies

Kneeling: Never

- Filing in Lower Drawers
- Retrieving Items from Lower Shelves/Ground

Pushing/Pulling: Occasionally

- File Drawers
- Equipment
- Table and Chairs
- Hose

Physical Hazards (High voltage, dangerous machinery, aggressive Customers)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Health and Safety Conditions

	Never (Never Occurs)	Rarely (Less than 1 hour per week)	Occasionally (1/3 or more of the time)	Frequently (From 1/3 to 2/3 of the time)	Constantly (2/3 or more of the time)
Mechanical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Chemical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electrical Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fire Hazards	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Explosives	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Communicable Diseases	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Physical Danger or Abuse	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: Click or tap here to enter text.

Primary Work Environment: Office Environment

Other: Click or tap here to enter text.

Overall Strength Demands

- Sedentary - Exerting up to 10 pounds occasionally or negligible weight frequently, mostly sitting
- Light - Exerting up to 20 pounds occasionally, 10 pounds frequently, walking or standing often
- Medium - Exerting 20 - 50 pounds occasionally, 10 - 25 pounds frequently, or 10 pounds constantly
- Heavy - Exerting 50 - 100 pounds occasionally, 25 - 50 pounds frequently, or 10 - 20 pounds constantly
- Very Heavy - Exerting 50 pounds constantly

Non-Physical Demands

	Never	Rarely	Occasionally	Frequently	Constantly
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Time Pressure	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Emergency Situations	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frequent Change of Task	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Irregular Schedule/Overtime	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Performing Multiple Tasks Simultaneously	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Working Closely with Others as Part of a Team	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Tedious or Exacting Work	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noisy/Distracting Environment	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Other: Click or tap here to enter text.

Employee Statement of Understanding

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYEE AGREEMENT BETWEEN NEW BRAUNFELS

UTILITIES (NBU) AND THE EMPLOYEE. Nothing in this position description restricts NBU's ability to assign, reassign or eliminate duties and responsibilities of this job at any time.

I HAVE READ AND RECEIVED A COPY OF THIS JOB DESCRIPTION.

Employee's Signature

Employee's Printed Name

Date