

**Job Title:** Director of External Relations

**Job Status:** Full-Time

**Department:** Enterprise Communications

**Job Grade:** 612

**Reports To:** Chief Communications Officer

**Work Setting:** On-Site

**Pay Status:** Exempt

**Date Created/Updated:** 2/5/2025

**Location:** Main Office

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### Position Summary

The Director of External Relations will primarily be responsible for overseeing the development and execution of the government relations strategy, the community relations plan, oversight and guidance of the Headwaters and OneWater programs and facilities, and generally serve as an external ambassador for the brand.

The Director of External Relations will help ensure NBU is viewed as the primary source, disseminator, and conduit of information within this diverse network for its employee and customer base regarding topics pertinent to the three lines of business. The Director of External Relations will work closely with the Chief Communications Officer as well as NBU Executive and Director team members on a variety of strategic initiatives. Finally, the Director of External Relations will liaise with the Director of Enterprise Communications to ensure alignment of strategies, initiatives and programs across NBU. This position will report directly to the Chief Communications Officer.

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### Essential Duties & Responsibilities

Strategic Focus:

- Develop and execute a comprehensive external relations strategy to enhance the NBU's reputation and stakeholder engagement.
- Build and maintain relationships with local, state, and federal government officials to advocate for policies that support NBU's mission.
- Lead community relations initiatives to strengthen public trust, address community concerns, and promote utility programs.
- Oversee key account management to enhance communication and service for high-impact customers, including businesses, municipalities, and large-scale consumers.
- Direct two major water-related initiatives that serve as public relations drivers, ensuring alignment with brand positioning and stakeholder expectations.
- Monitor legislative, regulatory, and industry trends that impact the utility and provide strategic guidance to leadership.
- Collaborate with internal departments to align external relations efforts with enterprise goals and customer service objectives.

### Management and Supervisory Responsibilities:

- Lead and mentor a team by providing strategic direction, performance coaching, and professional development opportunities.
- Oversee the creation and implementation of communication materials, advocacy campaigns, and community engagement programs.
- Manage department budget, ensuring efficient allocation of resources for government relations, community outreach, and public relations initiatives.
- Establish and track key performance indicators (KPIs) to measure the effectiveness of external relations efforts.
- Foster a culture of collaboration, innovation, and accountability within the team.
- Represent the utility at public meetings, industry conferences, and stakeholder events.
- Ensure alignment between external relations activities and the utility's long-term business and sustainability goals.

### General Responsibilities:

- Maintains regular attendance; leave schedule should be managed so as to not interfere with ability to accomplish tasks, including special projects and assignments with deadlines.
- Adheres to NBU safety guidelines and practices at all times and in all situations.
- Maintains a clean and safe work area, office, field site and vehicle as applicable.
- Develops & maintains effective customer service skills for communications with co-workers, customers and the public in general.
- Maintains strict confidentiality of business, employee and customer information in written and oral communications and safeguard sensitive documents.
- Adheres to NBU policies and procedures.
- Exemplifies NBU Core Values.
- Participates in and supports initiatives to reach annual NBU Performance Measures.

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### Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Field of Study: Public Affairs, Communications, Business

Work Experience Time Frame: Seven Years or More

Other: [Click or tap here to enter text.](#)

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### Certification and Licensures Requirements

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### Other Minimum Qualifications

[Click or tap here to enter text.](#)

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### 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 checked="" type="checkbox"/> | <input type="checkbox"/> |
| Microsoft Publisher  | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Microsoft PowerPoint | <input type="checkbox"/>            | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |

### Other Software Knowledge

[Click or tap here to enter text.](#)

### Experience with Machines, Tools, Equipment and Other Work Aids

[Click or tap here to enter text.](#)

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### Physical Demands

**Standing:** Choose an item.

- Making Presentations
- Observing Work Sites
- Observing Work Duties

Communication with Co-Workers

**Fine Dexterity:** Choose an item.

- Computer Keyboard

- Telephone Keypad
- Calculator
- Calibrating Equipment

**Walking:** Choose an item.

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

**Lifting:** Choose an item.

- Supplies
- Equipment
- Files

**Carrying:** Choose an item.

- Supplies
- Equipment
- Files

**Sitting:** Choose an item.

- Desk Work
- Meetings
- Driving

**Reaching:** Choose an item.

- For Supplies
- For Files

**Handling:** Choose an item.

- Paperwork
- Monies

**Kneeling:** Choose an item.

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

**Pushing/Pulling:** Choose an item.

- File Drawers
- Equipment
- Table and Chairs
- Hose

**Climbing:** Choose an item.

- Stairs
- Ladder

**Other:** Click or tap here to enter text.

- Step Stool
- Onto Equipment

**Vision:** Choose an item.

- Reading
- Computer Screen
- Driving
- Observing Worksite

**Foot Controls:** Choose an item.

- Driving
- Operating Heavy Equipment
- Dictaphone

**Balancing:** Choose an item.

- On Ladder
- On Equipment
- On Step Stool

**Bending:** Choose an item.

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

**Crouching:** Choose an item.

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

**Crawling:** Choose an item.

- Under Equipment
- Inside Attics/Pipes/Ditches

**Hearing:** Choose an item.

- Communication Via Telephone/Radio/To Co-Workers/Public
- Listening to Equipment

**Twisting:** Choose an item.

- From Computer to Telephone
- Getting Inside Vehicle

**Talking:** Choose an item.

- Communication Via Telephone/Radio/To-Co-Workers/Public

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## Environmental Factors

|  | Never                               | Seasonally               | Several Times Per Year   | Several Times Per Month  | Several Times Per Week   | Daily                    |
|--|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| Extreme Temperature (Heat, cold, extreme temp. change)                     | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wetness and/or humidity (bodily discomfort from moisture)                  | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Respiratory Hazards (Fumes, gases, chemicals, dust, and dirt)              | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Noise and Vibration (sufficient to cause hearing loss)                     | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 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.

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**Primary Work Environment:** Choose an item.

**Other:** Click or tap here to enter text.

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## 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

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## Non-Physical Demands

|   | Never                    | Rarely                              | Occasionally                        | Frequently                          | Constantly                          |
|---|--------------------------|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Time Pressure                                 | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input 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 checked="" type="checkbox"/> | <input 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 checked="" 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 type="checkbox"/>            | <input checked="" 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.

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## 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.

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Employee's Signature

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Employee's Printed Name

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Date