

Job Title: Senior Communications Specialist

Job Status: Full-Time

Department: Enterprise Communications

Job Grade: 605

Reports To: Enterprise Communications Manager

Work Setting: On-Site

Pay Status: Exempt

Date Created/Updated: 3/17/2025

Location: Main Office

Position Summary

The Senior Communications Specialist is responsible for developing and executing strategic communication plans that strengthen customer and employee engagement while promoting New Braunfels Utilities' (NBU) services and values. This role crafts clear, compelling messages that simplify complex issues, ensuring consistent and effective communication across all channels. Working collaboratively within the Enterprise Communications team, the Senior Communications Specialist helps foster a connected workforce and creates initiatives that enhance the company's visibility and presence in the community.

Essential Duties & Responsibilities

- Develop and execute strategic communication plans aligned with organizational goals.
- Write, edit and manage website content, guest columns, talking points, speeches, social media, newsletters, and press materials.
- Ensure consistency in messaging, tone and branding across all communications.
- Create press releases and assist with coordinating interviews.
- Prepare company representatives for interviews by providing talking points, background materials and media coaching.
- Work with a team to develop social media content and adhere to posting schedules.
- Support the development of crisis communication plans, preparing statements, FAQs and proactive media responses.
- Manage communication during emergencies or other high-pressure situations.
- Collaborate with internal teams to create and disseminate internal communications, including employee updates, newsletters and intranet content.
- Coordinate with partners, vendors and community stakeholders on communication needs and event support.
- Track and analyze communication metrics (e.g., media coverage, social media engagement) to measure campaign effectiveness. Adjusts strategies accordingly.
- Serve as lead on projects proactively and as requested
- Train new employees
- While not the primary function, this role is a backup to the Senior Social Media Specialist.
- Execute other Communication duties, tasks and special projects as assigned.

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
- Project a professional image for the Enterprise Communication Department and NBU.
- 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 of Integrity, Stewardship, Team, Culture and Safety
- Participate in and support initiatives to reach annual NBU Performance Measures

Formal Education and Work Experience Requirements

Degree/Diploma Obtained: Bachelors

Relations or related field.

Work Experience Time Frame: Three Years or More

Other: Experience may be substituted for education.

Field of Study: Marketing, Communications, Public

Certification and Licensures Requirements

Valid Texas Driver's License

Other Minimum Qualifications

Qualifications:

- Bachelor's degree in Marketing, Communication, Public Relations or related field.
- Strong written and verbal communication skills.
- Attention to detail.
- Proactive, independent problem solver.
- Exemplary critical thinking and organizational skills.
- Proficient grammar and writing skills for digital platforms, including website copy, newsletters, and internal and external communications; proofreading required.

Preferred Qualifications:

- Media relations or news background.
- Utility sector experience.
- Fluent in Spanish a plus.
- Photography skills a plus.
- Experience with Canva or other online graphic design tool are a plus.

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

Other Software Knowledge

Adobe Creative Cloud Preferred

Experience with Machines, Tools, Equipment and Other Work Aids

Digital Camera

Physical Demands

Standing: Frequently

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

Fine Dexterity: Constantly

- Computer Keyboard
- Telephone Keypad
- Calculator
- Calibrating Equipment

Walking: Frequently

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

Lifting: Rarely

- Supplies
- Equipment
- Files

Carrying: Occasionally

- Supplies
- Equipment
- Files

Sitting: Frequently

- Desk Work
- Meetings
- Driving

Reaching: Frequently

- For Supplies
- For Files

Handling: Constantly

- Paperwork
- Monies

Kneeling: Occasionally

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

Pushing/Pulling: Occasionally

- File Drawers
- Equipment
- Table and Chairs
- Hose

Climbing: Frequently

- Stairs
- Ladder
- Step Stool
- Onto Equipment

Vision: Constantly

- Reading
- Computer Screen
- Driving
- Observing Worksite

Foot Controls: Occasionally

- Driving
- Operating Heavy Equipment
- Dictaphone

Balancing: Rarely

- On Ladder
- On Equipment
- On Step Stool

Bending: Occasionally

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

Crouching: Occasionally

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

Crawling: Rarely

- Under Equipment
- Inside Attics/Pipes/Ditches

Hearing: Constantly

- Communication Via Telephone/Radio/To Co-

Workers/Public
 Listening to Equipment

Getting Inside Vehicle

Twisting: Frequently
 From Computer to Telephone

Talking: Constantly
 Communication Via Telephone/Radio/To-Co-Workers/Public

Other: Click or tap here to enter text.

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 type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Wetness and/or humidity (bodily discomfort from moisture) | <input type="checkbox"/> | <input checked="" 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"/> |

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 type="checkbox"/> | <input checked="" 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 |
|---|--------------------------|--------------------------|-------------------------------------|-------------------------------------|--------------------------|
| 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 checked="" type="checkbox"/> | <input 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 type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Noisy/Distracting Environment | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" 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