



**BOARD OF PUBLIC WORKS
JOB ANALYSIS SCHEDULE
DIRECTOR OF CUSTOMER AND COMMUNITY RELATIONS - ADMINISTRATION – UTILITY SYSTEM
*Exempt – Non-Safety Sensitive***

WORK PERFORMED:

The Director of Customer and Community Relations reports to the General Manager and is responsible for directing customer services operations, external and internal communications, and resource (energy and water) use efficiency programs. This position will lead, develop, and empower a creative, professional, and collaborative department focused on outstanding service to our community and customers. As a member of the executive team, this individual will help develop and execute strategies and initiatives that ensures good stewardship of all resources. Responsibilities will include supporting the mission and values of the Hannibal Board of Public Works. This position will serve an essential role in creating a culture of professionalism, integrity, transparency, and cross-stakeholder collaboration.

Key goals will be to ensure exceptional customer support and experiences; superior community relationships; clear and effective internal and external communications; and accurate billing and collection systems. Required skills will include exceptional communications, team development, strategic thinking, data analytics, good judgment, empathy, and a passion to serve.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS:

The following listing of job functions is not intended to be all-inclusive, but is to provide insight into required capabilities of the Director of Customer and Community Relations:

- Plan, direct, and organize the staff and activities of the department to ensure operational effectiveness. Areas of responsibilities will include customer services operations; communications; website development and updates; media and community relations; and customer education and resource efficiency programs.
- Develop and communicate pertinent and timely information for the customers, community, media, and employees.
- Oversee the customer services operations team to ensure compliance with company guidelines particularly related to quality of service.
- Ensure personnel are informed about changes to policies and services.
- Review data and prepare reports related to customer inquiries, service billings, and other key performance indicators.
- Identify and implement actions to update or improve customer service policies and procedures.
- Prepare departmental budget and long-range plans.
- Prepare or direct preparation of news releases, social media postings, special brochures and/or similar materials.
- Advise management on community relation projects and activities.
- Represent HBPW at meetings and public events, including evening events.
- Serve as utility spokesperson and/or public information officer, as necessary. This could be required outside normal working hours.
- Develop and maintain professional relationship with local community groups, and media.
- Develop advertising and promotional activities for utility programs.
- Maintain good public relations in all aspects with employees, consumers, and the public.
- Review incoming and outgoing correspondence and follow-up on operational commitments, electronically and through social media and website.
- Implement and maintain key accounts and resource use efficiency programs.
- Prepare employee reviews which include mentoring and professional development of personnel.
- Perform miscellaneous job-related duties as assigned.

REQUIREMENTS OF WORK:

- Integrity, confidentiality, and a high level of professional ethics.
- Exceptional communication skills, with the willingness and ability to communicate in an open, straightforward, and positive manner with coworkers, community, media, and other City departments.
- Ability to gather data, compile information and prepare reports.
- Familiar with Microsoft Office and other necessary software applications.
- Knowledge of graphic layout and file types are preferred

- Ability to deal effectively and courteously with public inquiries and complaints.
- Excellent management and supervisory skills.
- Extensive knowledge of customer service procedures and principles.
- Skill in organizing resources and establishing priorities. Must be able to manage multiple projects.
- Ability to make administrative/procedural decisions and judgments.
- Understand moderate operation of mobile devices such as an Apple iPad.
- Familiar with or a willingness to learn editing method of web-based digital displays.
- Understand proper usage for social media including Facebook and Twitter for business related communications and legal and state requirements.

QUALIFICATIONS:

Bachelor's degree required, preferably in Communications, Public Administration, Public Relations, Business Administration, or related field of study. Five years of related professional experience required; utility experience preferred. Excellent skills in oral and written communications is required. Must be able to communicate effectively with employees, the public, and media.

- Considerable knowledge of principles, theories and prevalent practices of modern executive and administrative planning and management.
- Knowledge of print and broadcast media is preferred.
- Knowledge of principles and practices of community and media relations.
- Considerable knowledge of the methods, principles, and practices of preparing and presenting public information materials.
- Knowledge of effective managerial practices and methods, and the ability to coordinate, assign, and evaluate the work of subordinate employees.
- Proficient knowledge of modern software/hardware systems relating to word processing, spreadsheets, and publishing.
- Ability to maintain neat, accurate, complete, and organized records.
- Ability to organize internal and public events.

PHYSICAL DEMANDS:

The physical capabilities of the Director of Customer and Community Relations are described in relation to those needed to successfully perform the essential job functions, however, reasonable accommodations shall be made to enable persons with disabilities to perform said functions. The position involves an office workplace, with hand-eye coordination needed to operate the various pieces of office equipment. The performance of the job requires the ability to walk, sit, talk, hear, and use hands and fingers for job functions, ability to reach with hands and arms, and the ability to operate two devices concurrently. Must have close vision and the ability to focus. The work requires an ability to lift at least 25 pounds, the ability to install continuous forms in office equipment, the ability to separate and sort forms, the ability to weigh mail and apply postage, including the handling of special mailings.

SAFETY RESPONSIBILITIES:

The Director is required to comply with all safety regulations of the HBPW. The Director is a Non-Safety sensitive position, not directly affecting the safety and wellbeing of field workers or the public. All positions must comply with the HBPW Drug Free Workplace policy.

The duties listed above are intended only as illustrations of the various types of work that may be performed.

This job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.