



California Municipal Utilities Association

Position Description

Job Title: **Communications Manager**

Effective Date: **February 2017**

JOB SUMMARY:

The California Municipal Utilities Association (CMUA) is seeking to hire a full-time **Communications Manager**. The individual will be responsible for developing, composing, designing, and sending written materials and other communications to CMUA members, such as regular Legislative and Regulatory Updates, newsletters, brochures, fact sheets, presentations, calendars, notice of meetings, conferences, conference calls, news articles, magazine, reports, and videos. In addition, the Communications Manager will be pivotal in creating and maintaining a positive image for CMUA and its Members with state and federal lawmakers. This individual will also help CMUA develop and grow the membership by helping the Executive Team enhance and implement a robust Member retention and acquisition program, and assist in developing effective advocacy strategies in both the legislative and regulatory arenas.

ESSENTIAL FUNCTIONS AND DUTIES:

A. Creating a comprehensive communications strategy

1. Collaborate with CMUA staff to develop, compose, design, and send written materials to CMUA members, such as regular legislative and regulatory updates, newsletters, magazines, fact sheets, brochures, calendars, notice of meetings, conferences, conference calls, news articles, reports, and videos.
2. Collaborate with CMUA staff to develop and prepare the ongoing communications program/materials for Associate Members
3. Define the distinct information needs of the Member General Managers through personal interviews with, and surveys of, the General Managers
4. Identify similar statewide associations for comparison studies of relevant communication channels, content, frequency, and other relevant criteria.
5. Collaborate with CMUA staff to refine and improve existing Corporate Sponsorship Program.

6. Coordinate “best procedures” standards for internal communication with Member General Managers and other Member staff
7. Respond to requests for information from CMUA members and others
8. Work in a highly collaborative office environment and with Members

B. Creating a communications access strategy for Member General Managers and Members in General

1. Define the distinct information access channels that are appropriate for the Member General Managers and Members in general
2. Determine best outlet for material distribution: audience, vehicle, and frequency
3. Assist in the organization, invitations, program, materials, and implementation of CMUA Annual Conference, Capitol Day, Board Meetings, and other CMUA conferences, panels, and meetings.

C. Evolving the CMUA website

1. Maintain the CMUA website organization and design, including the ongoing posting of information to the website
2. Collaborate with fellow CMUA staff members to understand their specific content and format desires for the website
3. Evaluate the relevance and evolutionary needs of the CMUA website, then develop plan to redesign the existing site

D. Evaluating the strategy for existing and new communications channels

1. Develop strategy for maximizing the use of existing and social media platforms (e.g. Facebook, Twitter, YouTube).
2. Investigate the opportunity for CMUA to employ additional communication channels which are efficient and affordable (e.g., mobile devices, podcasts, video)

E. Building a Member survey mechanism and process to elicit regular feedback

Build an ongoing Member survey process and mechanism to understand Member needs for services from CMUA and Member feedback on CMUA’s efficacy and performance

F. Creating more informational content for regulators and legislators

1. Assist in developing an ongoing positive image for CMUA with state decision-makers
2. Create targeted communications for regulators and legislators [e.g., regularly published newsletters, articles, fact sheets, brochures, magazine video and presentations (e.g. Water/Energy Briefing)]
3. Create informational communications for regulators and legislators that inform both audiences about the value of community-owned electric utilities and water agencies and CMUA
4. Assist in the development of educational and informational materials (e.g. brochures, presentations, reports, analysis) about publicly owned utilities and water agencies for state legislators and state agency decision-makers and other opinion leaders
5. Assist in developing information materials and communications strategy for legislative and regulatory advocacy

G. Creating seminars for new Board Members to educate them on the regulatory and legislative requirements and the CMUA advocacy process

1. In collaboration with the legislative and regulatory advocates, develop educational materials for the new Board Members regarding state and federal legislative and regulatory requirements
2. Working with the CMUA staff, educate the new Board Members regarding the process that CMUA employs to advocate for Member utilities regarding regulatory and legislative issues (e.g., Sacramento 101)

H. Enhancing Member outreach by visiting Members and related organizations

1. Meet with Members, industry participants, and competitive entities to understand how communications can enhance Member value
2. Use the Member visits as an opportunity to get to know their businesses and opportunities to highlight their successes and accomplishments
3. Administer the CMUA Community Service/Resource Efficiency Awards program

EDUCATION, TRAINING AND EXPERIENCE:

Bachelor degree in Communications or related field preferred. Minimum five years of work experience with Communication responsibilities; including those listed above. Background or

knowledge with issues related to energy, water, or climate change is a plus. CMUA is a member of the Public Employees Retirement System (PERS), and provides benefits similar to state and local government agencies. Salary is commensurate with experience.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Knowledge of State and Federal legislative and regulatory issues facing energy and water companies is desirable but not mandatory
2. Strong interpersonal skills that allow for establishing and maintaining effective working relationship with management staff, team members, Members, the media, and other associates
3. Demonstrated knowledge of personal computer skills that include word processing and spreadsheet; website design; graphics and publication design; database computer skills such as inquiry, data entry and printer operation skills
4. Demonstrated ability to communicate effectively in oral and written form
5. A team player, with the ability to engage in matrix management, sometimes leading and other times fully supporting the work of staff and members

OCCASIONAL RESPONSIBILITIES AND DUTIES:

1. Participate in technical, professional and community activities
2. Manage employee meetings, functions, and other activities
3. Establish, monitor and oversee working relationships with outside organizations, especially media contacts
4. Travel by automobile or airplane to various locations for work, training or planning purposes
5. Assume other activities and responsibilities as directed

PHYSICAL, MENTAL AND VISUAL REQUIREMENTS:

1. Frequent sitting, standing, and changing positions at will
2. Occasional standing, walking, stooping, bending, climbing stairs and kneeling
3. Requires repetitive motions with hands and fingers to operate computer keyboard and

telephones, and standard office equipment

4. Frequent lifting, pushing and pulling 10 pounds and occasionally up to 30 pounds. Reaching occasionally both overhead and below shoulder level
5. Specific vision abilities required include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to focus
6. Requires good hearing and ability to speak. Must be able to interact with others via verbal and written communication and perform basic mathematical calculations
7. Work is varied in nature and is performed with interruptions
8. Overtime work may be required occasionally to meet deadlines

SUPERVISION RECEIVED AND EXERCISED:

Receives general guidance and direction from the CMUA Executive Director

This position description is not intended to be all-inclusive; an employee will also perform other job responsibilities as assigned by the immediate supervisor or management.

Management reserves the right to change position descriptions, specifications or work schedules to accommodate individuals with disabilities or as the need arises.

This position description does not constitute a written or implied contract of employment.