

STANTON COUNTY PUBLIC POWER DISTRICT

POSITION DESCRIPTION

POSITION TITLE: Customer Service & Communications Specialist

JOB CODE: 22-3371

SUPEVISOR'S TITLE: Administrative Services Manager

FLSA STATUS: Non-exempt

POSITION PURPOSE

In accordance with the Stanton County Public Power District's (SCPPD) philosophy and goals, this position combines customer service duties with communications and marketing functions. While serving as the primary point of contact for customer inquiries and effectively delivering prompt, efficient, and courteous service to SCPPD's customers, this position will develop creative content that communicates information through a variety of media, including print, radio, website, social media, video production, photography, digital and other emerging media. The Customer Service, Communications & Marketing Specialist will assist with the development and production of projects and events that support the District through a variety of visual and oral presentations, events and programs, marketing materials, website content, written and digital communications.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

To be successful in this role, an individual must be able to perform in a satisfactory manner the functions listed below. The District may provide reasonable accommodation to enable individuals with disabilities to perform these functions.

ESSENTIAL FUNCTIONS

The position of Marketing & Communications Coordinator was created to help support the mission and core values of SCPPD.

Customer Service Duties:

- Serve as a resource for resolving customer call inquiries in a courteous, efficient and professional manner, both orally and in writing with responses that are consistent, accurate and within established guidelines.
- Effectively manage incoming call volume and walk-in traffic.
- Respond to inquiries about billing, payments, rates, electric usage, payment arrangements or other various requests.
- Accept over the counter payments, incoming mail payments and credit card payments in person and over the telephone.
- Maintain inventory of customer informational and program materials.
- Initiate and process electronic work orders for account and equipment maintenance.
- Implement and educate customers on SCPPD products, services and programs.
- Provide backup to the Administrative Services Department on an as-needed basis.

Communications & Marketing Duties:

- Responsible for creation and implementation of communication/marketing strategy designed to keep customers and the general public informed of programs, products, services, and points of view of SCPPD.

- Act as the District's communications and public relations specialist, creating and maintaining a favorable public image.
- Plan and/or coordinate customer informational publications, including the "Enlightening News" magazine/newsletter.
- Assist with developing annual budget requirements for communication/marketing activities.
- Develop communication/marketing policies, goals, and plans in terms of programs, activities, equipment, and supplies.
- Attend and participate in communication/marketing seminars, meetings, conferences, and activities as directed and as approved.
- Develop customer and community educational content.
- Develop and implement social media policy and communication plans. Manage and monitor web/social media sites and channels.
- Utilize design software to research, develop, create, design, write, layout, edit, proof, publish, and distribute print and digital communications/marketing content, including press releases, flyers, letters, bill stuffers, brochures, photography, website content, lobby displays, new customer packets, annual reports, surveys, and audio-visual presentations and materials.
- Coordinate with Operations to disseminate information about power outages to customers, the public, and the news media.
- Maintain positive relations by collaborating and working closely with other communications and marketing professionals.
- Develop and maintain the appearance of all SCPPD print and digital logos, letterhead, graphics, and images.
- Assist with execution of a variety of meetings and events. This includes, but is not limited to, the creation of power point/digital slides, large-scale graphics and displays, photography and video, and printed pieces as well as general set-up.
- Plan, organize, coordinate, and actively participate in demonstrations, promotions, county fairs, youth programs, classroom demonstrations, educational events, and festivals.
- Develop and present safety and marketing programs to schools, clubs, organizations, and groups.
- Collaborate to develop and maintain energy efficiency, rebate, and market products.
- Prepare and distribute correspondence regarding life events for employees, directors, or retirees. Order flowers/gifts as necessary and according to policy.
- Assist management with economic development projects and relations.
- Represents and promotes SCPPD within the communities served and at meetings and events.
- Order promotional items; print, digital, social, signage, and other specialty items.
- Become familiar with and abide by SCPPD's safety rules and procedures. Promote safety in every activity and attend scheduled safety meetings as directed.
- Plan and organize District service/safety award and recognition events.
- Take part in company-related committees as needed.
- Manage and maintain a library of materials and resources including archival of hard and digital assets such as photos, videos, presentations, and other SCPPD assets. Responsible for inventory, storage, transportation and repair of all displays and related equipment.

OTHER FUNCTIONS

- Maintain high standards of productivity, efficiency, quality and professionalism.
- Assist other departments as requested.
- Perform other duties as assigned.

PROFESSIONAL DEVELOPMENT

- Remain knowledgeable about SCPPD's services and programs, processes, and procedures. Collaborate and cooperate in work processes and other matters within SCPPD.
- Continue training in improvement training courses, seminars and workshops and show intensive interest in expanding job and industry knowledge and interests.
- Keep updated on current events and topics of interest to rural electric industry.

SUPERVISORY RESPONSIBILITIES

- None

EXPERIENCE

General office experience with proficiency in Microsoft computer applications.

Must have working knowledge of the following programs: InDesign, Photoshop, Illustrator, Microsoft Word, Power Point, and Premiere Pro or a similar video production software. Creative writing, knowledge of effective communication deployment via social media and other digital platforms, photography and videography skills, and/or experience in the marketing or business development field is helpful. This position also requires excellent communication, human relations, and public relations skills as well as planning and organizational skills.

EDUCATION

High School diploma and a minimum of one to two years post-secondary education or one to two years general office experience with proficiency in Microsoft computer applications required.

AA Degree in Graphic Design, Communications, Journalism, Marketing, Advertising, or related field is highly preferred. Proficient skills in creative design/desktop publishing and video production software preferred. Knowledge of digital and social media communication in a professional setting is preferred. Knowledge or experience in electric distribution systems. Experience with National Information Solutions Cooperative (NISC) software.

KNOWLEDGE, SKILLS, AND ABILITIES

The requirements listed below are representative of the knowledge, skills, and/or abilities to perform each essential duty satisfactorily. The company may provide reasonable accommodation to enable individuals with disabilities to perform these functions.

Technical Skills

- Ability to write and understand technical terminology.
- Ability to work with computers and their applications and other office machines and mobile devices.
- Ability to adhere to cyber-security protocols established by the District.

Communication and Relationship Skills

- Ability to work effectively and collaboratively with others, cooperate with all other departments and assist in activities when directed.
- Ability to efficiently perform duties while creating an atmosphere that reflects professionalism and teamwork and is consistent with the objectives of SCPPD.
- Ability to listen and effectively communicate in a sensitive and professional manner, both verbally and in writing, with customers, Board of Directors, management, employees, other communicators, outside agencies, and the general public.
- Ability and willingness to commit to SCPPD's philosophy and goals and communicate them to others.

Analytical and Judgement Skills

- Ability to gather and interpret complex information and data and accurately prepare statistical and other reports with attention to detail, structure and content.
- Ability to demonstrate initiative and motivation to set priorities, organize and complete tasks and meet deadlines, acting independently and with minimum supervision.
- Ability to make informed and rational decisions and solve problems based on available information, research, and experience.
- Ability to demonstrate dependability, flexibility, honesty, and integrity.
- Able to be tactful, maintain confidentiality, and foster an ethical work environment.
- Ability to maintain a neat and professional appearance at all times.

WORK ENVIRONMENT/PHYSICAL DEMANDS

The environmental and physical demands described here are representative of those an individual must meet to successfully perform the essential functions of this job.

- Primarily works in a climate-controlled environment, may occasionally be exposed to temperature variances.
- Primarily works at a desk with occasional lifting, bending, climbing, stooping, crouching, reaching, standing, grasping, repetitive motions, and lifting up to 50 pounds.
- Requires fine hand and finger movement for use on computers, office equipment and mobile devices.
- Visual and depth perception are required for preparing and analyzing correspondence, extensive work at a computer terminal and reading.
- Must be able to work steadily for prolonged periods doing a variety of tasks, with many interruptions, while maintaining a high degree of accuracy. Skilled in project management is helpful to manage multiple projects and deadlines. Must be able to set priorities.
- Ability to travel throughout the District's service area. Occasional overnight travel outside the District's service area is required.

CONDITIONS OF EMPLOYMENT

- Must reside within a reasonable distance of reporting site.
- Must be able to pass pre-employment drug and alcohol tests, driver's license checks, and criminal history background checks.
- Must be able to obtain and maintain a valid Nebraska driver's license.
- Be able to prove eligibility to work in the United States.
- Must be available for planned and emergency overtime as required.

- Consistent, reliable, and predictable attendance is required.
- Obtain and maintain CPR/First Aid certifications.

SIGNATURES

This job description has been approved by all levels of management:

General Manager/CEO: Tanner A. Turner Date: 4/1/25

Manager/Supervisor: Julie Clausen Date: 4/1/2025

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee: _____ Date: _____