



CHELAN COUNTY
WASHINGTON

Corporate Communications Manager

MID \$100,000's

Plus Excellent Benefits

Apply by

November 11, 2018

(First Review, Open Until Filled)

PROTHMAN



WHY APPLY?



Chelan County is in the geographical center of Washington. It's a recreational paradise offering an abundance of outdoor activities and adventures during all four seasons. Situated at the confluence of the

Wenatchee and Columbia Rivers, the area boasts more than 250 days of sun year-round. The favorable weather makes the county a prime fruit-producing area and is known as the Apple Capital of the world! The local Chelan wine appellation produces some of the highest quality wines in the state.

Chelan County Public Utility District No. 1 (PUD) is headquartered in Wenatchee, Washington. The PUD prides itself on high-quality, open and transparent communications with its customer-owners, stakeholders, elected officials, Commissioners and employees. This is an outstanding opportunity to join one of the nation's most progressive and respected public utilities, managing an award-winning communications division and its staff. The communication staff is well-versed in digital and social media technologies and is routinely looked upon as a proactive, forward-thinking team.

In addition to a competitive salary, this challenging professional opportunity also offers an outstanding benefits package. The successful candidate will enjoy an exceptional living environment close to many outdoor activities and a favorable cost-of-living while working for an organization with a reputation for being one of the best run public utilities in the country.



THE AREA

Chelan County residents have access to excellent school systems, affordable housing, strong transportation systems and ready access to the metropolitan amenities of Seattle and Spokane, each approximately three hours driving time or a short half-hour plane ride away. The Wenatchee area provides ample opportunity for an incredible quality of life that is perfect for families of all ages, and those who want to enjoy the conveniences and manageability of a smaller community with great people and a wonderful culture.

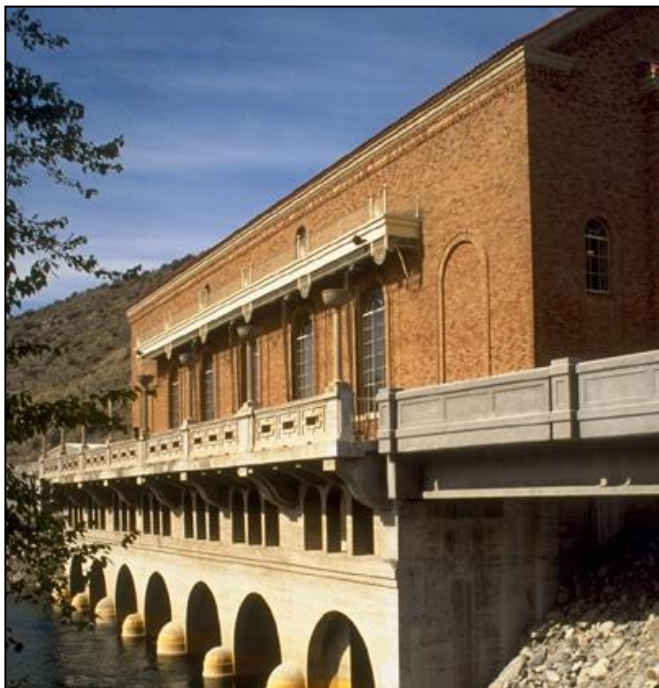
The Chelan County seat is located in historic Wenatchee, population approximately 34,000, and is the county's largest city. Wenatchee is rated by National Geographic as one of the top 10 mountain towns in the U.S. and is an outdoor enthusiast's dream. Activities include water sports on the Wenatchee and Columbia Rivers, as well as the magnificent Lake Chelan. Add to that the numerous hiking and biking trails, rock climbing and golf – and you will be certain you live in a resort year-around. Downhill and cross-country skiing are just minutes away. The natural beauty of the Wenatchee Valley provides a vivid backdrop to its diversified economy, where the quality of life is high, and the climate is moderate with four distinct seasons. The area has the best of the Northwest, without the rain.

The Wenatchee Valley offers a range of educational opportunities, including public and private schools. Higher education opportunities are available at Wenatchee Valley College, a community college serving North Central Washington with two and four-year degree options.

The area offers a number of cultural activities, including a variety of theaters, music venues and museums. Finding entertainment almost any day of the week is easy at locations such as the 490-seat Performing Arts Center, The Pressroom Theatre, the Wenatchee Valley Symphony, 4,300-seat Town Toyota Center, and the Wenatchee Valley Museum & Cultural Center. The magnificent 88-piece outdoor sculptures are an amazing public asset found throughout downtown and in the Riverfront PUD park. Outdoor theatre comes alive during the summer and the quaint Bavarian-themed town of Leavenworth always has entertainment and events planned. There is a family-owned newspaper that has a five-day-per-week circulation. This is a community that cares and places high value on quality of life.

THE DISTRICT

Formed in 1936, Chelan County Public Utility District No. 1 is a municipal corporation that owns and operates one of the largest non-federal, publicly owned hydroelectric generating systems, along with wind and solar resources, in the country. The PUD's 3,000-square-mile service area covers all of Chelan County and also extends into four neighboring counties. Chelan PUD has grown into a multi-faceted public utility with more than 51,000 electric customers, and over the years has added water and wastewater utility services and wholesale fiber and telecommunications.



The PUD generates clean, renewable hydropower at its three dams and owns and operates transmission and distribution facilities to deliver it to customers in Chelan County and to other utilities that serve customers across the Pacific Northwest. The three hydroelectric generating projects have a combined total generating capacity of nearly 2,000 megawatts, and produced 9.3 million megawatt hours of clean, reliable, low-cost, carbon emission-free electricity in 2017. In fact, the PUD is a net-wholesaler of power enabling the utility to keep electric rates affordable and the cost of living in the county reasonable.

In 1999, the PUD began construction of an internal fiber-optic backbone to link district facilities with broadband capacity. In addition to offering fiber network capacity to customer-owners through wholesale telecommunications, the PUD further diversified its operations with a fiber-optic telecommunication network that provides wholesale voice, data and television services to local service providers who market to end-users.

The PUD main headquarters is in Wenatchee, with two more offices in Chelan and Leavenworth. The District employs roughly 760 full- and part-time employees, and approximately 65 seasonal park, fish and wildlife, and student employees during the year. The District has an annual operating budget of \$340 million for 2018 that includes capital investment projects of \$140 million.

The District is governed by a five-member board of commissioners elected by the voters of Chelan County. General Manager, Steve Wright, reports directly to the commission, and is responsible for the overall operation of the utility. Mr. Wright joined Chelan County PUD in September 2013 after 32 years at the Bonneville Power Administration, the last 12 as the Administrator of the federal power marketing agency.



The PUD is the recipient of numerous awards from professional organizations including the International Association of Business Communicators (IABC), the American Public Power Association (APPA), and the Public Relations Society of America (PRSA). Most recently these awards have included an Award of Excellence from the APPA for the District's website and social media, the prestigious Gold Quill Award from the IABC, the Silver Anvil from PRSA and many more.

THE POSITION

Under the direction of the Director of External Affairs, the Corporate Communications Manager (CCM) is responsible for overseeing, developing and guiding effective internal and external strategic communications of the District, paying particular attention to timing, content, message themes, purpose, intended audience and outcomes. The CCM serves as public relations counsel for all departments and all levels of District operations including the General Manager and collaborates with senior management and the General Manager to direct and implement effective communications programs.

The CCM provides direct oversight of the public information officer and the digital technology and new media strategist. Timely, effective communications and public relations counsel have been deemed by the Board of Commissioners and executive management to be vital to the District's success in accomplishing its mission.

Other responsibilities include:

- Manage and support communication and issues management on a local, regional and national basis.
- Supervise the communications staff in directing and implementing a comprehensive communication strategy for the District, including annual planning, goal-setting, coaching and counseling, budget oversight, weekly department meetings, communications strategy development and performance reviews.
- Respond in a timely and professional manner to requests for public information, public speaking and program development from internal and external customers. Actively pursue communications opportunities to reach out to the community and support the District in achieving its mission.
- Oversee the development and maintenance of electronic media reflecting the District's principles, key messages, current activities, and achievements and offer two-way communication links. Participate in external public energy association communications activities. Support and collaborate with other District employees and support educational programs at various levels.
- Provide leadership in issues management and education programs supporting coordinated local, regional and national communication programs, increasing efficiency and overall value to the District in achieving its mission.
- Support and guide continuous improvement of the District's internal and external websites and use of social media for information sharing, training, education and overall communication.
- Serve as a communications adviser for the District and the general manager, looking ahead for opportunities to offer communication assistance at all administrative, management and policy levels.
- Provide information to board members on emerging issues and PUD news events to help them prepare for media interviews and answer questions from customer-owners. Support commissioners and managers as requested in activities connected to District participation in external public power associations, agencies and legislative committees.
- Lead or participate in special projects such as community outreach on critical issues, developing messages and initiatives to reach all employees, the community and other external audiences, and supporting communication activities on key District efforts, project or activities.

- Continually evaluate and revise the District's outreach programs in response to changing conditions in the community and in the workplace. Prepare applications as warranted for various utility organization awards and honors.
- Research PUD programs and utility industry news items and present concise, informative newsletters and messages for customer-owners, community leaders and PUD employees.

OPPORTUNITIES & CHALLENGES

1. Chelan County PUD's service area is culturally diverse, with 1 in 3 residents identifying as a person of color. The Corporate Communications Manager will embrace new avenues for communicating with the District's diverse users and community and play a vital role in the development of the District's 5-year strategic plan where continued outreach to the community will be a large focus.

2. Customer satisfaction surveys in the past five years indicate considerable satisfaction with the communication of the District, with the most recent results showing a 97% satisfaction rating. Not only has the District been recognized by their customers for superior outreach, engagement and communications, but the PUD Communications team is well-known for its awards from the utility industry and communication professional associations. Accurate, timely, factual and reliable communications are foundational to the PUD. The new Manager is expected to maintain and grow current communication outreach and relationships in place, including those with local media, the Board of Directors, and the diverse community.



3. The CCM will be central to the emergency preparedness of the organization and will be expected to be the community window into the PUD in the event of an emergency. The Manager needs to be strategic, thoughtful, creative and prepared for unforeseen or unplanned events, and have the ability to engage the community and working with emergency response crews to convey information.

IDEAL CANDIDATE

Education and Experience:

A bachelor's degree in a communication's related field, and ten (10) years' experience in communications, including two years in utility-related positions is required. Candidates must have extensive supervisory and management experience.

Necessary Knowledge, Skills and Abilities:

- Knowledge of various aspects of corporate communications including excellent writing, audio-visual, all forms of media, commonly used social media tools, layout and printing.
- The ability to develop and prioritize district-wide goals and objectives, and to develop and implement effective and measurable business unit strategic and operational plans that align with District goals and objectives.
- Ability to read, analyze, and interpret complex documents, and respond effectively to sensitive inquiries or complaints.
- Ability to write speeches and articles using original or innovative techniques or style and make effective and persuasive speeches and presentations on controversial or complex topics to top management, public groups, and the boards of directors.
- Experience defining problems, collecting data, establishing facts, and drawing valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and as well as concrete variables.
- The ideal candidate is respected by others in the field and by current/prior subordinate staff.
- The ability to seek out and establish relationships with key influencers and stakeholders within the Chelan community and within the utility industry in order to better serve the PUD and its customer-owners.

- The ability to be self-motivated and influential, having decision-making and organizational skills, as well as excellent oral and written communication and presentation skills.

Candidates may possess any combination of relevant education and experience that demonstrates their ability to perform the essential duties and responsibilities. The ideal candidate will be committed to excellent customer service.



CHELAN COUNTY

COMPENSATION & BENEFITS

- **Mid \$100,000's**
- Medical, Dental & Vision Insurance (2 plans – 1 is zero cost; includes all eligible dependents)
- Short and Long-term Disability
- 8 Holidays and 3 Floating Holidays
- Personal Leave (Initial accrual at 21 days per year)
- Retirement (Washington State Public Employees' Retirement System)
- Deferred Compensation (with matching funds up to 5%)

Please visit:
www.chelanpud.org

Chelan County PUD is an Equal Opportunity Employer and values diversity at all levels of its workforce. All qualified candidates are strongly encouraged to apply by **November 11, 2018** (first review, open until filled). Applications, supplemental questions, resumes and cover letters will only be accepted electronically. To apply online, go to **www.prothman.com** and click on "submit your application" and follow the directions provided. Resumes, cover letters and supplemental questions can be uploaded once you have logged in.



www.prothman.com

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