



## JOB DESCRIPTION

COMPANY: Newport Utilities DATE CREATED: 4/2024

JOB TITLE: **BUSINESS COMMUNICATIONS ANALYST**

GRADE LEVEL 10 Exempt X Non-Exempt

REPORTS TO: VP FINANCE AND ACCOUNTING

PURPOSE OF THE JOB (Why is the job performed?):

The Business Communications Analyst is responsible for marketing and public notifications to support the divisions of NU. The Business Communications Analyst will be accountable for NU's overall strategy in customer and community engagement. The Business Communications Analyst will also provide corporate communications. Ultimately responsible for nurturing and growing NU relationships and public image with customers, community, and stakeholders to ensure long term viability. This role will also work to fulfill FCC requirements regarding the broadband division and create ad hoc reports to assist operations with analysis. This position is primarily a non-remote work position.

### ESSENTIAL JOB DUTIES & RESPONSIBILITIES:

- Partner with operation teams, finance, and other management to develop reports to better analyze utility trends and costs.
- Establish and maintain strong relationships with media, regulatory, governmental, and business entities to improve lines of communication and enhance public image.
- Edit, write, design and create content for publication.
- Develop and deliver various communication to employees, customers, and all social media platforms as needed.
- Develops and maintains a positive public image for NU through public-facing communication.
- Provide business analytics to operations and create ad hoc reports as requested.
- Plans, directs and manages product marketing demonstrations, events, and formal presentations that will enhance public relations efforts.
- Promotes and attends special events and functions; promotes and reports on NU milestones and activities such as company projects, new products or services; community service activities; etc.

- Responsible for the preparation and scheduling of programming media and advertising activities related to broadband marketing programs.
- Works closely with the NU Team to ascertain customer demographics and trends as well as identifying customer training needs and implementing training programs to satisfy these needs.
- Performs market research and product planning functions as needed.
- Work closely with NU team and other stakeholder personnel as necessary, to develop:
  - Local programming opportunities.
  - Opportunities for advertising revenue and partnerships with local government, public safety, education, community, and healthcare.
  - Writes, reviews, and/or distribute press releases as necessary.
  - Respond to information requests from media contacts.
  - Arrange for photography and/or press coverage for special events.
  - PR, Marketing, or Branding programs for NU overall where required.

### **Additional responsibilities**

- Work varying hours when covering community events, meetings, photo ops, etc.
- Successfully completes all training programs as defined for position.
- Business professional attire and appearance required.
- Assist in special projects as assigned.
- Observes and follows all safety rules, procedures, standards and specification codes in all job aspects

### **EDUCATION, EXPERIENCE, DEGREES, CERTIFICATES, OR LICENSES REQUIRED:**

- Bachelor's degree in Business, Marketing, or related field or minimum five years of experience in the utility industry or related field.
- Excellent computer skills, including highly proficient in Microsoft Office products.
- Experience in Mosaic a plus.
- PR/Marketing software experience a plus.
- Must be insurable as a driver per NU's liability insurance provider requirements.
- Possess and maintain a valid Tennessee driver's license.

### **PREFERRED QUALIFICATIONS:**

- Knowledge of telecommunications industry and requirements.
- Knowledge of FCC/broadband regulations/requirements.
- Knowledge of data analysis and ad hoc report creation.

## **KNOWLEDGE, SKILLS, & ABILITIES REQUIRED:**

- Excellent communication skills both verbally and written.
- Knowledge of general accounting principles, practices, and procedures.
- Ability to understand and analyze research.
- Advanced computer skills that apply a high degree of knowledge; and applies the full range of concepts and practices to complete assignments.
- Competencies include presentation skills, multi-tasking/coordinating, analytical skills, influencing/negotiating.
- Attention to detail and time management skills to ensure deadlines are met.
- Ability and willingness to adapt to changing technology.

## **OTHER REQUIREMENTS:**

- Seek to stay abreast new technology to ensure best practices for operations
- Ability to travel out of town to conferences, meetings, or training.
- Subject to working overtime on short notice.
- Regular and Reliable Attendance.
- Other duties as assigned by Supervisor.

## **REVIEW OF PHYSICAL DEMANDS**

- Occasionally lift weights up to 20 pounds between floor and waist height (boxes of computer printout paper).
- Frequently stand and walk to access areas of the facility while performing job duties.
- Constantly perform job from a seated position.
- Occasionally stoop, kneel, or crouch in order to retrieve files from lower file cabinet drawers and shelves.
- Extend arms forward for sustained periods of time in order to operate office machines (e.g. computer and calculators), and to write.
- Perform repetitive fingering activities to input data into computer and use calculator.
- Possess adequate verbal and auditory skills in order to respond to customer complaints, and to communicate with office staff.
- Possess sufficient vision to read printed material on various forms applications, computer monitor, and interoffice communications.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

During times of natural disasters, pandemics, or other unique situations, NU is generally designated as an essential business. All employees are expected to continue performing job duties and responsibilities consistent with essential business requirements as directed by management on a case-by-case basis.



The nature of the utility business requires all employees to be prepared to report to work at a job site or an NU facility at any time in the event of an emergency consistent with applicable local, state, or federal law.

**SIGNATURES:**

**Employee** \_\_\_\_\_

**General Manager** \_\_\_\_\_ **Human Resources** \_\_\_\_\_

***NEWPORT UTILITIES IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER***