



NON-BARGAINING UNIT JOB POSTING

POST:
Internal/External

DIVISION: Public Affairs

CLASSIFICATION: Community Relations Coordinator

MAXIMUM # OF OPENINGS: 1

RATE: Marketing & Communications 4

EFFECTIVE DATE OF OPENING:

FROM: **TO:**

GENERAL SUMMARY OF DUTIES:

Serves as liaison between the BWL and the Greater Lansing community. Responsible for interacting with community groups, neighborhood associations, non-profit and charitable organizations, schools and BWL customers in representing BWL community programs and practices along with responding to these groups' questions or concerns. This position also interacts with business and governmental leaders. Oversees outreach or other programs as assigned and serves as community liaison for projects and special events. Reports directly to the Director of Governmental Relations.

ESSENTIAL FUNCTIONS:

Communicates frequently and directly with community groups, neighborhood associations, non-profit and charitable organizations, schools and BWL customers. Maintains a high level of accessibility to external entities, reporting any and all feedback to the BWL. Assists the Director of Governmental Relations in developing and implementing a community relations strategic plan. Coordinates with community organizations for promotional events and BWL-provided services. Assists other areas of the BWL with their communications activities. Working with diverse internal and external groups, assists in planning, organizing and participating in BWL company and community events such as the annual United Way pledge drive, Adopt-a-River, the Chili Cook-Off, Silverbells in the City, and other events throughout the year. Participates in four-person on-call rotation for weather-related outages or other emergencies, monitoring and communicating through social media and traditional media. Serves as primary governmental contact when the Director of Governmental Relations is unavailable. Required to follow BWL Safety Manual and wear all required personal protective equipment. Attends all required training for safety awareness.

JOB SPECIFICATIONS:
▪ **KNOWLEDGE**
▪ **SKILLS**
▪ **ABILITIES**

Bachelor's degree or equivalent in Community Relations, Government Relations, Communications, Public Relations, or related field, or 10 years' demonstrated experience working in any of these fields; valid Michigan driver's license; proficiency with PCs and common business software such as Microsoft Office Suite and Adobe; proficiency with mobile technology and social media. Must be adept at and comfortable with public speaking. Candidates must possess excellent oral and written communications skills, must be exceptionally organized, and have some project management and coalition-building experience. Must be experienced and comfortable working with diverse groups, must be creative and innovative, and must be able to display tact and professionalism at all times, including high-stress situations. The successful candidate must know, understand, and implement fundamental concepts, practices, and procedures of community relations, public relations, governmental relations, and communications.

PHYSICAL REQUIREMENTS:

Frequently required to sit, talk, hear and listen. Good vision required to read and interpret documents. Ability to effectively communicate orally and in writing. Ability to enter and retrieve data from computerized, typed and written sources. Some travel required. Some night, weekend, or other off-hours meeting attendance required.

WORKING CONDITIONS:

Normal office environment. May be exposed to all Board of Water and Light facilities.

THE BOARD OF WATER AND LIGHT IS AN EQUAL OPPORTUNITY EMPLOYER.