



# HUMAN RESOURCES DEPARTMENT

City of Burlington

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## DIRECTOR CUSTOMER ENGAGEMENT AND COMMUNICATIONS BURLINGTON ELECTRIC DEPARTMENT

**POSTING DATE:** May 1, 2015

**RATE OF PAY:** \$58,249 - \$95,490/year DOE

**EXEMPT/NON-EXEMPT:** Exempt

**DEADLINE TO APPLY:** May 25, 2015

**POSITION STATUS:** Regular Full Time

**CLASSIFICATION GRADE:** NS9

**UNION:** Non-Union

### **APPLICATIONS CANNOT BE ACCEPTED AFTER THE DEADLINE DATE**

The Director of Customer Engagement & Communications shall be responsible for three principal areas: (1) directing, coordinating, and overseeing all cross-department aspects of improving the customer experience, including the identification and removal of barriers to achieving an exceptional customer experience; (2) serving as the champion dedicated to designing and implementing a ground-up cultural transformation with the goal of creating a world-class culture of excellence across the organization that includes a satisfying and energizing work environment for the BED team; and (3) developing and executing all external communications, marketing, and community outreach for Department initiatives, and serving as BED's external affairs officer, including as the primary media contact, liaison to governmental bodies, and representative to community organizations. This position actively supports City diversity, equity, cultural competency, and accessibility initiatives for the Department. This position shall serve as the Department's "Public Liaison" to foster open government and transparency.

### **ESSENTIAL FUNCTIONS:**

#### Customer Experience

- Develop in the organization an understanding that the customer experience is critical to BED's strategy and performance. Ensure that customer needs are considered in all key decisions.
- Act as a change agent and thought leader by capturing and sharing customer experience best practices across the organization, as well as with partners and customers.
- Identify service gaps by accurately assessing current experience and comparing the results to the desired goals. Assist in development of organization-wide initiatives to close identified service gaps. Work with all departments to guide implementation of service gap improvement endeavors.
- Overhaul and continuously improve customer communications, including monthly bills, web interface, social media, traditional media, community events, etc., to engage customers.
- Assist General Manager and other senior managers in the establishment of customer experience goals and objectives, and the design of an organization-wide approach to tracking, reporting and assessing improvements related to customer experience.
- Assist General Manager and other senior managers in the design of an organization-wide approach to tracking, reporting, and assessing BED's internal improvements related to customer experience.
- Develop and oversee customer councils and other innovative opportunities to bring customer voices and opinions into BED's process of establishing customer experience goals, with special attention to Burlington's New American communities.
- Assist General Manager and other senior managers in the implementation of customer experience goals.
- Participate in creating customer experience metrics and related management dashboards. Work with senior management to track effectiveness of service strategies and assist with implementing improvements.

#### Culture of Excellence

- Champion an understanding that having a culture of excellence and improving employee satisfaction are critical to creating an exceptional customer experience at BED. Ensure that empowering employees is considered in all key decisions.
- Assist General Manager and other senior managers in creating an open, respectful culture where every employee feels comfortable sharing ideas and opinions. Help break departmental silos, flatten hierarchies, and encourage dialogue between employees within and across teams. Help create a culture where employees have personal ownership for BED's success and are encouraged to take responsibility, make decisions, fail without fear, and learn from mistakes.
- Establish employee satisfaction goals and objectives. Design an organization-wide approach to tracking, reporting and assessing improvements related to employee satisfaction.
- Participate in creating an organization-wide approach to tracking, reporting, and assessing improvements in employee satisfaction and related management dashboards. Measure effectiveness of strategies and implement improvements.

#### Communications & Outreach

- Work closely with General Manager and other senior managers to develop the Department's strategic positions and identifying the most effective channels for their communication with an emphasis on customer experience.
- Develop and implement all communication, marketing and media plans for all Department activities.
- Establish strategic communication and marketing goals and objectives, and develop metrics to evaluate program effectiveness.

- Serve as Department primary media contact and/or coordinate identification of appropriate media contact for all public information activities.
- Both inside and outside the Department, coordinate, schedule, implement and evaluate all public relations and community service activities and events.
- Oversee development and production of Department press releases, advertisements, newsletters and other marketing and informational material.
- Work closely with the General Manager and other senior managers to encourage and expand use of Department website as a customer and community engagement tool.
- Develop and maintain the Department's annual performance measurement report.
- Coordinate all marketing research activities with outside firms and Department staff.
- Pro-actively seek out and develop positive professional relationships with all media entities, government leaders, environmental leaders, and community leaders.
- Serve as the Department's representative to government bodies, including the City Council, Vermont Legislature, and Vermont's federal delegation.
- Serve as the Department's representative to various community, government and trade organizations, and may organize and direct such community-based activities.
- Prepare and manage the annual operating budget for the marketing and communications area.

#### **QUALIFICATIONS/BASIC JOB REQUIREMENTS:**

- BA/BS is required. Professional development certification (or equivalent) in a relevant field is required.
- Five (5) years of management experience is preferred; senior management experience is desired.
- Ten (10) years of experience in marketing, advertising, or communications is required; media relations experience in the Vermont media market is preferred.
- Excellent verbal and written communications skills.
- Ability to represent Department in situations requiring public speaking.
- Experience in account management and customer service.
- Experience in developing and executing strategic marketing and communication plans.
- Demonstrated abilities in effective leadership, team building and ethical behavior.
- An established record of motivating and empowering employees, coordinating self-managed teams, and leading a customer focused organization in formulating innovative solutions to problems.
- A strong desire to improve service to internal and external customers and a high level of personal creativity, initiative and enthusiasm to work in a constantly improving organization.
- Ability to interact and maintain cooperative relationships with employees, customers, Commissioners, City Councilors, other City Departments, legal counsel, regulatory agencies, various consultants, other utility representatives and members of the community.
- Experience in government or non-profit organizations with knowledge of the workings of municipal or state governments.
- Experience in labor relations is preferred.
- Experience in and/or knowledge of market research methodology.
- Demonstrated ability with Microsoft Office suite.
- Experience in digital customer interface, including web, Facebook, Twitter, and mobile platforms is required.
- Understanding of design/layout concepts, typography and print production.
- Attendance at evening meetings, flexible schedule to meet Department and community requirements, and some travel are required.
- Ability to actively support City diversity, equity, and cultural competency efforts within stated job responsibilities and work effectively across diverse cultures and constituencies.
- Demonstrated commitment to diversity, equity and inclusion as evidenced by ongoing trainings and professional development.
- Regular attendance is necessary and essential to meeting the expectations of the job functions.

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**To Apply: Submit cover letter, resume, and a City of Burlington Application to:** Human Resources Department, 179 So. Winooski Ave., Burlington, Vermont 05401. To obtain an application or for more information about the City of Burlington, please see our website: [www.burlingtonvt.gov/HR](http://www.burlingtonvt.gov/HR) .

The City of Burlington will not tolerate unlawful harassment or discrimination on the basis of political or religious affiliation, race, color, national origin, place of birth, ancestry, age, sex, sexual orientation, gender identity, marital status, veteran status, disability, HIV positive status or genetic information. The City is also committed to providing proper access to services, facilities, and employment opportunities. For accessibility information or alternative formats, please contact Human Resources Department at 865-

7145.

WOMEN, MINORITIES AND PERSONS WITH DISABILITIES ARE HIGHLY ENCOURAGED TO APPLY. EOE.