



Columbia Power & Water Systems

Communications Specialist

Columbia Power & Water Systems (CPWS) is a public utility proudly serving the citizens of Columbia and Maury County Tennessee since 1939. CPWS is seeking a Communication Specialist to fill a vital role in the utility. This role serves as Communications Specialist for the organization. As Communications Specialist this role develops, coordinates, and implements communication strategies between CPWS employees, customers, the public, the media, city and county staff, and public officials.

Primary duties include:

- Develops annual public communication plan for review and approval by CPWS leadership to include seasonal communications, annual compliance, community engagement, policy, utility education and emergency communications. This includes all forms of communication such as social media, websites, mailers, texts, videos, press releases and other forms that may be required.
- Coordinates outage communications and notifications with Director of Customer Service to ensure timely notice to customers and frequent updates in large outage situations via multiple communication channels.
- Coordinates with outside media outlets, communication firms and others that CPWS contracts with for communication support.
- Prepares and coordinates internal memos, meetings, and other avenues of communication for employees.
- Oversees the CPWS website, ensuring internal parties keep their assigned content up-to-date and coordinating updates with IT.
- Responsible for CPWS' social media and website presence
- Develops forms, brochures, manuals and presentations and other forms of communication for executive staff.

Qualifications & Experience:

Qualified applicants will have a minimum of 8 years' experience developing & executing corporate communications; experience working in the utility industry preferred. Applicants must be able to demonstrate knowledge of social marketing and public relations strategies and have experience managing multiple social media platforms. In addition, applicants must be highly proficient in Excel, Word, Outlook, and Power Point with the ability to manipulate and ensure data accuracy in those programs and have experience using office equipment such as computer, fax, printer, copier, scanner, and other similar equipment.

Applicants should have strong organizational skills that reflect their ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail; exceptional writing, editing and proofreading skills; must be comfortable working effectively in a deadline driven

environment. In addition, we are seeking applicants that are self-motivated, work independently with nominal supervision, and must be comfortable developing communication strategies and items from a blank slate.

Candidates with an associate or bachelor's degree in marketing, communications, public relations, or a similar field; experience with design programs such as Canva, Photoshop or similar will be given priority consideration.

Compensation Package:

CPWS offers competitive compensation and benefits package that includes health, dental, long-term disability and life insurance and a 401(k) contribution.

To apply, please visit our website: <https://www.cpws.com/jobs/communications-specialist/>