
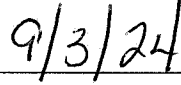
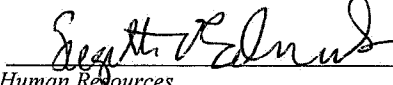
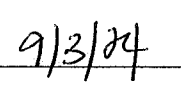


# CENTRAL NEW MEXICO ELECTRIC COOPERATIVE, INC.

## POSITION DESCRIPTION

|   |   |                            |  |
|---|---|----------------------------|--|
| <b>JOB TITLE: Manager of Member Services and Communications</b>   |   | <b>FLSA STATUS: Exempt</b> |  |
| <b>REPORTS TO: CEO</b>  |   | <b>SALARY GRADE: 9</b>     |  |
| <b>DEPARTMENT: Member Services</b>  |   | <b>LOCATION: Moriarty</b>  |  |
| <b>APPROVED BY:</b>   |   |                            |  |
| <i>Department Head</i><br><br><hr/> <i>CEO</i> | <i>Date</i><br><br><hr/> <i>Date</i> |                            |  |
| <br><hr/> <i>Human Resources</i>               | <br><hr/> <i>Date</i>                |                            |  |

### Job Summary

To efficiently and effectively assist the Management of Central New Mexico Electric Cooperative, Inc. (CNMEC) by researching, planning, developing, and implementing the programs and procedures necessary to provide high quality customer service and communications. This position will effectively communicate with social media platforms and participate in broadcasting interviews. The position must ensure compliance with federal, state and local requirements pertinent to member services. This person will work directly with the Public Regulation Commission (PRC) to make sure that CNMEC is abiding by all the PRC Rules and Regulations. The individual filling this position must realize how his/her interaction with multiple CNMEC departments and external agencies affects the “big picture” to enable the Cooperative to provide the membership with exceptional customer service. This position is responsible for the Marketing/Communication department, all public relations, member relations, and economic development. This individual must reside within the CNMEC service territory.

### Essential Duties and Responsibilities

- Provide and assist in the delivery of exceptional member service to the Cooperative’s members. Requires considerable skill in effectively dealing with a variety of people under many circumstances. Must be able to listen and respond courteously to Member’s comments or concerns and resolve escalated calls/situations.
- Responsible for daily activities in the member services, metering, dispatch, collections, and marketing departments.
- Ensures member service representatives follow established policies for addressing member inquiries and meet service quality goals.
- Responsible for managing the engagement activity among the membership.
- Plans and directs policies and objectives for addressing member inquiries.
- Determine goals for the member services department and create and implement strategies to achieve high quality standards of customer service.
- Responsible for handling escalated member issues that may arise.
- Must be available to respond to emergency calls or issues that come through Dispatch.
- Directs, supervises and actively involved with setting the culture and tone of strong customer service and communication tactics and timing within the activities of the Marketing/Communication Department in a manner which will produce accurate and effective results in providing high quality communication and services to members in accordance with established objectives, policies and plans.

- Maintains open lines of communications with other departments, so that there is a free flow of information throughout the Cooperative.
- Responsible for staying current with new or changing laws, regulations or technical developments, which could affect the Cooperative and communicates to the proper management personnel.
- Ensures that the Cooperative is compliant with all federal, state and local regulations including, but not limited to the following areas:
  - New Mexico Public Regulation Commission
  - North American Electric Reliability Corporation (NERC)
  - Federal Energy Regulatory Commission (FERC)
  - Western Electricity Coordinating Council (WECC)
- Identifies the Cooperative policies and practices that deviate from any established federal, state and local laws and makes recommendations for procedures and/or equipment that would correct deficiencies.
- Responsible for developing and overseeing the collection procedures for CNMEC, which adhere to the PRC rules and regulations. Must provide training for collection personnel that will enhance the cooperatives image in the community as well as protect the revenue stream of the cooperative.
- Must have a working knowledge of the billing system as well as be aware of the connectivity of billing and collections to other systems and departments of the cooperative that will be affected by the activities of the department.
- Participates, where necessary, for security alarm calls that come into the Moriarty office.
- Reviews all service orders and hand delivered notices for the metering department and makes sure the Meter Readers have what they need each day; schedules the activities of the Meter Readers; keeps track of the metering inventory, testing process, and meters that need to be changed for testing.
- Responsible for overseeing all automated meter reading (AMR) systems are working properly and that all functions are in place for monitoring the systems.
- Occasionally reviews service orders and billing emails, as appropriate, in order to oversee and research probable causes of any issues.
- Ensure employees and their activities abide by and are conducted in accordance with CNMEC policies and applicable IBEW contracts.
- Supervise, monitor, review, and appraise employee performance within their departments, including correction and discipline if necessary; understands job duties of all personnel supervised and recommends appropriate training courses for personnel; ensures that the skills needed to efficiently use CNMEC information systems are understood and being utilized. As new information systems are used, ensure training is completed for each system or software application.
- Works closely with Collections Supervisor, Dispatch Supervisor and Billing and Program Administrator to ensure proper coverage and make any adjustments necessary for the departments to run effectively; participates with opening and closing of cash drawers and monitoring for any shortages.
- Directs and supervises activities in the Marketing/Communication Department in a manner which will produce accurate and effective results in providing services to members in accordance with established objectives, policies and plans.
- Serve as a member and actively participate in appropriate community and professional organizations.
- Establish and maintain good working relationships with allied organizations, government officials and agencies, and other influential individuals and organizations.
- Manage the public relations and communication efforts to establish and maintain a positive image of CNMEC both internally and externally.
- Create and maintain favorable outlook among various organizations, special interest groups, member/owners and the public through effective communication and by serving as an advocate of the Cooperative's programs.
- Guides the development, direction, production and placement for the Cooperative's marketing programs and member services.

- Manages the development, designing and production of the Cooperative's advertising across multiple media including radio, television, video, and online. Assists with media relations including on-camera, radio and phone interviews.
- Assists the CEO, staff members, and the Board of Trustees with responses to the attitudes and concerns of any groups, organizations, individual consumers, and political officials with which they must deal.
- Manage the Cooperative's communications programs and provide and coordinate various member service functions, to ensure superior member service.
- Develops, coordinates, and manages a comprehensive external communications and public relations program designed to involve the organization in the communities it serves and to inform members/customers, as well as the general public, of the news, activities, and current events of the organization and its employees.
- Reviews and approves department invoices for payment.
- Prepares departmental work plans, goals, forecasting and budgets; prepares Board reports.
- Performs other miscellaneous job duties as assigned.

### **Supervisory Responsibilities**

Manages and directs the work of personnel in the member services, collections, dispatch, metering and marketing departments.

### **Minimum Qualifications**

Master's degree in communication is preferred. Bachelor's degree in business or public administration, communication, journalism, marketing, or related discipline plus ten years of increasingly responsible management/supervisory experience or a combination of education and experience providing equivalent knowledge. Five years of successful customer/member service experience and applicable experience in marketing, communications and membership positions, including a solid commitment and track record of exemplary member/customer service. Exceptional people skills, communication skills and leadership in setting a strong culture of high-quality customer service. Experience in public communications when dealing with social media and broadcasted interviews from news media and other affiliated informational business approved entities. Background in electric cooperatives or the utility industry is preferred. Need high-level written and oral communication skills to interact with the Board, members, personnel, and business associates. Proficiency in operating a personal computer using Microsoft Windows and Microsoft Office Suite applications to include Outlook, Excel and Word.

### **Knowledge, Skills and Abilities**

- Must possess high level skills in negotiations, organization and planning.
- Must maintain strict confidentiality in performance of duties.
- Knowledge of principles of management, supervision, training and performance evaluation.
- Must be able to learn the hardware and terminology associated with the Cooperative's information systems and software.
- Excellent communications and human relations skills are required to supervise personnel and address customer needs. Must be able to manage multiple projects effectively, handle multiple tasks and work well under stress.
- Requires demonstrated problem solving skills, patience, attentiveness, and the ability to diffuse an escalated situation.
- Requires strong analytical, organizational, and verbal/written communication skills. It also demands a person with exceptional interpersonal skills possessing the ability to relate ideas, concepts, and enthusiasm to coworkers.
- Must be able to work well with diverse groups of people and professions and gain and maintain respect of others, both inside and outside the organization.

- Supervisory skills and techniques, including personnel motivation, initiative, team building and superior collaborative staff development.
- Ability to work independently and under pressure with frequent interruptions.
- Knowledge of the methods, materials, and tools used in the construction and maintenance of overhead and underground electrical distribution, transmission, and street lighting systems.
- A positive attitude, strong work ethic and reputation for integrity and honesty.
- Should be familiar with product/service marketing and sales concepts and techniques, customer service principles and best practices, public relations, and formal/informal communication channels within organizations. Possesses knowledge of sales methodologies, techniques, and tactics.
- An impactful and influential leader who inspires high level customer service, marketing, and communications for team members to achieve their highest potential.

### **Working Conditions and Physical Effort**

Majority of work will be performed indoors and under a normal office environment.

- Normal office safety precautions and practices are required.
- The regular work schedule is Monday through Friday.
- **Physical Effort and Dexterity:** Frequent physical activity to include: sitting, standing, walking, stooping, bending, reaching, lifting and carrying office supplies and equipment under 50 pounds.
- **Machines, Tools and Equipment:** Capable of operating office related equipment and specialized CNMEC hardware/software.
- **Visual Acuity, Hearing and Speaking:** Must have excellent written and oral communication skills, being able to express one's self clearly, accurately and to the point.
- **Environment/Working Conditions:** Occasional outside work may be required and under a variety of conditions including severe weather. Occasional extended work days/weeks may be required due to weather created outages or emergencies. Position may require travel from time to time for training or conferences.

*Note: The preceding statements describe the general nature and level of work performed by the individual assigned to this position. This is not an exhaustive list of all duties, responsibilities and skills required of this position. Nothing in this job description restricts management's right to assign or reassign duties, tasks and responsibilities to this job at any time.*