

Vermont Public Power Supply Authority

Job Description

Position Title:	Legislative Communications Specialist	Department:	Regulatory & Power Services
Reports to:	Assistant General Manager	Date:	January 18, 2024

GENERAL SUMMARY:

The Legislative and Communications Specialist is responsible for developing and implementing strategies to advance the organization's policy agenda and public image. The specialist will monitor and analyze relevant legislation and regulatory proposals, communicate with government officials and stakeholders, and create informational materials that inform the public of the organization's policies, programs, services, and activities.

ESSENTIAL JOB FUNCTIONS:

Communications:

- Manages communications activities and events including community events promoting the value of public power such as Public Power Week.
- Reviews, produces, and edits website content.
- Monitors media coverage and industry trends.
- Manages preparation of VPPSA's Annual Report.
- Coordinates with research partners to develop and implement VPPSA and member surveys.
- Assists VPPSA members with communications needs.
- Crafts messaging and develops communications campaigns.
- Designs customer and member-facing communications materials, such as bill stuffers, flyers, posters, banners, and other print and electronic communications materials.
- Develops partnerships with external organizations and represents VPPSA as a stakeholder
- Manages community outreach efforts.
- Conducts media outreach and manages overall media messaging and advertising.
- Creates press releases, media relations content, case studies, white papers, bios, newsletter content, social media content, and presentations.
- Identifies, develops, and executes communications strategies.
- Coordinates presence at conferences, trade shows, and press events.
- Copyedits, proofreads, and revises communications prepared by VPPSA staff to maintain consistent messaging.
- Coordinate public relations efforts necessary to promote VPPSA's image, policy positions and customer programs.

Legislative:

- Researches and examines legislation and regulatory proposals that affect the organization's interests and objectives.
- Attends legislative hearings and meetings with legislators, legislative staff, and other legislative liaisons.
- Represents the organization before legislative committees and provide testimony as needed.
- Coordinates the organization's interaction and testimony before legislative committees.
- Educates government officials and corporate officers on the organization's policy positions and priorities.
- Participate in advocacy campaigns and coalitions to promote the organization's policy agenda.

PREPARATION, KNOWLEDGE, SKILLS & ABILITIES:

Duties require a combination of knowledge in political science, public policy, communications, journalism, or related field equivalent to completion of four years of college and three to five years of progressively responsible related experience.

Knowledge of the legislative process and the policy issues relevant to the organization's mission and vision.

Experience in media relations, public speaking, and event planning.

Ability to recognize areas of strategic concern and to develop relevant recommendations.

Ability to communicate effectively both verbally and in writing; to establish positive public relations for the organization, and to interact effectively with a wide variety of people.

Ability to prioritize and coordinate multiple tasks, ability to be flexible and ability to meet deadlines.

Willingness to work with a variety of individuals on projects.

Ability to form strong coalitions with internal and external constituencies.

Ability to recognize organizational priorities and work cooperatively to support their accomplishment.

SUPERVISORY RESPONSIBILITY:

NONE

WORKING CONDITIONS/PHYSICAL DEMANDS:

Normal office environment, not subject to extreme variations of temperature, noise, odors, etc.

May require work outside of standard business hours to support members, community events, and other meetings.

Frequent interruptions to assist staff and visitors.

Regular use of computer keyboards, telephones, and other office equipment, requiring eye-hand coordination and finger dexterity.

May require lifting and carrying of files, documents, records, etc.

More than half of time spent in normal office setting.

Will require travel to member systems, community events, and other places.

POSITION CLASSIFICATION:

This position is classified as an **Exempt** position.

The above statements are intended to describe the general level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.

*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans With Disabilities Act, must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.

This job description does not constitute an employment agreement between the employer and employee, and is subject to change by the employer, as the needs of the employer and requirements of the job change.

Please send resume and salary requirements to:

Vermont Public Power Supply Authority
Attn: Sarah Braese
PO Box 126
Waterbury Ctr., Vermont 05677

Or email sbraese@vppsa.com with the subject Legislative Communications Specialist