

POSITION TITLE: VP of Member Services & Public Relations

REPORTS TO: Executive Vice President and CEO

SUPERVISES: Manager of Member Services, Communications & Public Relations Coordinator, Energy Services Advisors and Member Services Personnel

1- OBJECTIVES

- a) To provide strategic leadership for Member Services, Energy Services, Communication and Public Relations in support of the Cooperative's mission, ensuring a high-quality member experience, strong community presence, and consistent, effective communication with members and stakeholders;
- b) To lead the development and continuous improvement of member service programs, processes, and standards that strengthen member satisfaction, trust, and engagement across all service channels;
- c) To partner with the Executive Vice President/CEO and other leaders in planning and advancing initiatives that support the orderly growth, operational effectiveness, and long-term success of the Cooperative and the communities it serves;
- d) To direct strategies for communications, member programs, and public outreach that increase understanding of Cooperative services, identify emerging member needs, and support beneficial growth, innovation, and community value;
- e) To foster a collaborative, service-focused culture by encouraging employee engagement, cross-functional teamwork, and informed decision-making in support of departmental and Cooperative objectives.

2- RESPONSIBILITIES and DUTIES

Below is a list of typical duties for which the VP of Member Services & Public Relations will be accountable/responsible. This list is not intended to include all responsibilities of this position but an outline of tasks indicative of the overall function of this job. Responsibilities/duties of the VP of Member Services & Public Relations include, but not limited to:

- (a) Provide strategic leadership for Member Services, Communications, Public Relations, and related programs to ensure exceptional service, consistent messaging, and alignment with the Cooperative's mission, values, and strategic goals;

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- (b) Oversee the Cooperative's member experience strategy, including service standards, energy services and payment support, account processes, member communications, and continuous improvement efforts that strengthen member satisfaction and trust;
- (c) Direct policies, processes, and performance for member service operations and customer information systems, including account setup, service orders, payment and credit practices, records management, and data integrity;
- (d) Lead the development and execution of internal and external communications, public relations, media relations, digital content, publications, presentations, and community messaging to protect and strengthen the Cooperative's reputation;
- (e) Coordinate public messaging and member communications during outages, emergencies, rate-related issues, and other high-visibility events, in collaboration with executive leadership and operations personnel;
- (f) Build and maintain productive relationships with members, community organizations, schools, economic development partners, local and state officials, key accounts, and other stakeholders to advance the Cooperative's interests and support member advocacy;
- (g) Support the Board of Directors and executive leadership through reports, presentations, and planning for the Cooperative's Annual Meeting and other major member events;
- (h) Lead, coach, and develop direct reports and departmental personnel through hiring, performance management, goal setting, training, employee meetings, and the promotion of a collaborative, service-focused culture;
- (i) Develop and manage departmental budgets, goals, and performance measures; evaluate programs, technologies, and service processes; and recommend improvements that increase efficiency, member value, and organizational effectiveness;
- (j) Oversee or support key account services, energy efficiency, electrification, renewable energy, and other member programs, as assigned, to enhance member engagement and help meet the Cooperative's long-term strategic objectives;
- (k) Represent the Cooperative in state, regional, and national associations, including cooperative organizations and industry groups, and stay informed on emerging issues affecting cooperative issues and public policy;
- (l) Ensure compliance with applicable policies, safety requirements, confidentiality standards, and internal controls, while performing related duties and cross-functional support as needed to achieve departmental and Cooperative objectives.

3- RELATIONSHIPS and CONTACTS

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Provides and acquires information and assistance necessary to assure the achievement of goals by the department and the cooperative. Establishes and maintains including, but not limited to the following contacts and relationships for the purpose of coordination and communication.

(a) Internal

- Executive Vice President and CEO
- All other Department Heads
- Make contacts to satisfactorily carry out the responsibilities of this position.

(b) External

- Make outside contacts to satisfactorily carry out the responsibilities of this position.

4- EDUCATION

Bachelor's degree in business administration, Communication or related field required. Master's degree preferred. May consider related work experience in lieu of educational requirements if there is demonstrated ability to carry out the position responsibilities.

5- EXPERIENCE

Eight to ten years of successful professional experience, involving high level management and supervisory responsibilities within a service-oriented organization. An understanding of the importance of achieving excellence and empowering cooperative members is critical. The ability to manage with integrity and to be a team player are equally important. Experience within the electric cooperative industry is preferred along with the ability to clearly communicate electric rates and other matters that impact the operations of the cooperative. Crisis communication skills are also preferred.

6- JOB KNOWLEDGE

Knowledge of service area is desirable. If not already knowledgeable, must work towards gaining full knowledge of the Cooperative's programs, processes, rules and regulations needed to effectively perform this job if not already knowledgeable.

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7- ABILITIES AND SKILLS

Must be able to maintain complete confidentiality and exercise sound judgment in the performance of duties and responsibilities. Must demonstrate strong executive leadership, with the ability to lead, coach, and develop teams across customer service, communications, and public relations functions. Must possess excellent written, verbal, presentation, and interpersonal communication skills, with the ability to convey complex utility information clearly to members, employees, community stakeholders, the Board, media representatives, and public officials. Must have strong strategic thinking, decision-making, problem-solving, and organizational skills, with the ability to manage multiple priorities, deadlines, and high-visibility initiatives. Must be skilled in member/customer experience management, conflict resolution, and handling sensitive or difficult situations with professionalism, empathy, and diplomacy. Must be capable of leading public messaging during outages, emergencies, and other crisis situations, while protecting and enhancing the Cooperative's reputation. Must have the ability to build and maintain effective relationships with elected officials, community leaders, business partners, and other external stakeholders. Must possess a solid understanding of utility operations, regulatory considerations, and the Cooperative business model sufficient to support effective member communications and public outreach. Must be proficient in Microsoft Office and comfortable using customer information, communications, and reporting systems to analyze issues, monitor performance, and support informed decision-making. Must be able to organize and carry out delegated work independently while providing clear direction and alignment across teams to achieve departmental and Cooperative objectives.

8- QUALITIES AND ATTRIBUTES

Must be professional, dependable, punctual, courteous, have a positive attitude and be flexible. Must have personal integrity and be a team player. Must be self-motivated with a strong work ethic and an ability to adapt easily to change.

9- PHYSICAL REQUIREMENTS

Required to pass a physical examination and drug test when employed. Must have the physical ability to perform the essential functions, duties and responsibilities of the job, which include, but are not limited to: seeing, hearing, walking, sitting, bending, lifting and/or carrying loads averaging twenty (20) pounds.

10- WORK CONDITIONS

Normal office conditions. Must be available for callouts during emergency situations. Must be available for scheduled after hours training.

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REMARKS

The Company has reviewed this job description to ensure that essential functions and basic duties have been included. It is intended to provide guidelines for job expectations and the employee's ability to perform the position described. It is not intended to be construed as an exhaustive list of all functions, responsibilities, skills and abilities. In order to ensure maximum flexibility and efficiency and encourage cross training additional functions and requirements may be assigned by a supervisor/manager as deemed appropriate. This document does not represent a contract of employment, and the Company reserves the right to change this job description and/or assign tasks for the employee to perform, as the Company may deem appropriate.

Approval Signature: _____ Date: _____

Employee Signature: _____ Date: _____

Revised: April 9, 2014

Reviewed: June 19, 2021