

KERRVILLE PUBLIC UTILITY BOARD

JOB OPENING

APPLICATIONS ARE NOW BEING ACCEPTED FOR THE FOLLOWING POSITION:

**Marketing Manager**

***Minimum qualifications:***

- Bachelor's degree in business, marketing, communications, public relations or related field, or, an equivalent combination of education, training and experience which provide the necessary knowledge, skills and abilities and other competencies necessary for success in the target position.
- Experience and knowledge of the electric utility industry preferred
- Ability to establish and maintain effective working relationships with supervisors, co-workers and the public.
- Excellent interpersonal skills.

***Duties:***

- Develop, build, and maintain effective relationships with KPUB's large commercial and key account customers.
- Manage customer service programs. Enhance, and promote, energy efficiency programs.
- Maintain up-to-date KPUB website content.
- Liaison between KPUB and the media-press releases, etc.
- Coordinate and/or assist with coordination of special KPUB events.
- ***Full job description and benefit summary can be viewed at [www.kpub.com](http://www.kpub.com)***

**ACCEPTING APPLICATIONS UNTIL POSITION IS FILLED**

Applications available at [www.kpub.com](http://www.kpub.com) or apply at:

Kerrville Public Utility Board  
2250 Memorial Blvd.  
Kerrville, TX 78028  
830-258-1883 – Direct Fax for Human Resources

KERRVILLE PUBLIC UTILITY BOARD IS AN EQUAL OPPORTUNITY EMPLOYER

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**JOB DESCRIPTION**

**TITLE:** Marketing Manager

**POSITION STATUS:**

**GRADE:** N/A

Full Time       Part Time

**DEPARTMENT:** Finance

Exempt       Non Exempt

**REPORTS TO:** Chief Financial Officer

**JOB SUMMARY**

Develop and communicate an effective marketing program, enhance relations and promote understanding of Kerrville Public Utility Board’s (KPUB’s) role in the community with its’ ratepayers through marketing medias and direct communications.

**RESPONSIBILITIES**

- Work closely with the various departments in developing and implementing marketing and promotional programs for all KPUB services offered.
- Provide regular interface with customers to ensure the highest level of customer satisfaction.
- Develop, build, and maintain effective relationships with KPUB’s large commercial and key account customers.
- Enhance, and promote, energy efficiency programs.
- Maintain up-to-date KPUB website content.
- Liaison between KPUB and the media-press releases, etc.
- Write articles of interest on upcoming events for press and social media.
- Maintain Social Media content and KPUB TV.
- Promote, and advertise, KPUB services.
- Design, produce, and/or distribute original printed information.
- Participate in, and report on, Special Events.
- Assist with KPUB Scholarship Program.
- Assist Customer Service Manager with SmartHub utilization.
- Represent KPUB with external organizations and report, if appropriate.
- Coordinate and/or assist with coordination of special KPUB events.
- Monitor, compile, and review Customer Service survey results. Assist with plan of action.
- All other assignments as directed by supervisor and General Manager.

**MINIMUM QUALIFICATIONS**

- Bachelor’s degree in business, marketing, communications, public relations or related field,
- OR, an equivalent combination of education, training and experience which provide the necessary knowledge, skills and abilities and other competencies necessary for success in the target position.
- Experience and knowledge of the electric utility industry preferred.
- Advanced communication (written and verbal) skills with correct English usage, spelling, grammar, and punctuation.

Reviewed By: Tammye Riley

Title: Manager of HR

Approved By: Mike Wittler

Title: General Manager/CEO

Date Issued: January 18, 2019



**JOB DESCRIPTION**

- Ability to establish and maintain effective working relationships with supervisors, co-workers and the general public.
- Must be willing to schedule work as necessary to meet requirements of the position including being available at all times to address utility issues.
- Knowledge and experience with computers, business enterprise software and Microsoft Office Suite.
- Ability to effectively manage time including scheduling resources.
- Ability to prioritize and manage changing priorities through strong organizational skills and a high degree of attention to detail.
- Excellent interpersonal skills.
- Possess valid Texas Driver’s license and have a good driving record.
- Must be able to physically and mentally perform the essential functions of the job described, with or without reasonable accommodation, including being able to lift up to 25 pounds.
- Bondable.

**Employee Statement of Understanding:**

THIS JOB DESCRIPTION DOES NOT CONSTITUTE AN EMPLOYMENT AGREEMENT BETWEEN KERRVILLE PUBLIC UTILITY BOARD (KPUB) AND THE EMPLOYEE. Nothing in this position description restricts KPUB’s ability to assign, reassign or eliminate duties and responsibilities of the job at any time.

I HAVE READ AND RECEIVED A COPY OF THIS JOB DESCRIPTION.

\_\_\_\_\_  
Employee’s Signature

\_\_\_\_\_  
Date:

\_\_\_\_\_  
Employee’s Name (Please Print)

\_\_\_\_\_  
Current Job Title

*This signed job description will be placed in your personnel file.*

Reviewed By: Tammye Riley

Title: Manager of HR

Approved By: Mike Wittler

Title: General Manager/CEO

Date Issued: January 18, 2019