



Career Opportunities

KNOXVILLE UTILITIES BOARD IS AN EQUAL OPPORTUNITY EMPLOYER

KUB EMPLOYMENT OPPORTUNITY Media Relations Analyst Vacancy 17817

Posting Date: 11/05/2021
Closing Date: 12/03/2021
Position Type: Regular/Full-Time

Pay Plan: Admin B
Pay Grade: 9, 10
Pay Range: \$49,900.00 - \$82,500.00

Job Information

Job Classification: Business Management Analyst
Department: 003 Communications & External Relations

Work Location: Gay Street
Work Schedule: 40+ hours / week: M - F, some nights, and weekends

About KUB: The Knoxville Utilities Board (KUB) is one of the largest public utilities in the country providing electric, gas, water, and wastewater services to more than 468,000 customers in Knoxville and parts of seven surrounding counties. We exist to serve our customers, improving their quality of life by providing utility services that are safe, reliable, and affordable. And our mission is about more than just pipes and wires. It's about being good stewards of our community's resources: utility assets, customer dollars, and the environment. We work to safeguard those resources and enhance their value for the people of the communities we serve and generations to come. We are looking for employees who want to be a part of a mission driven organization with strong values that support a skilled, diverse, and inclusive workforce. For more about KUB's Vision, Mission and Shared Values, visit our website and read more about the KUB Blueprint.

Work Description: The Media Relations Analyst in KUB Communications develops and maintains relationships with local and industry media, including but not limited to: Identifying newsworthy stories at KUB, identifying appropriate publications for KUB news, pitching news articles/segments, writing news releases, coordinating interviews between KUB subject matter experts and media, serving as the subject matter expert in media interviews, maintaining media resources, serving as primary media contact during regular business hours and during any major utility outage events. Additionally, the Media Relations Analyst serves as KUB Communications' social media manager, which includes identifying social media content opportunities, working with Communications staff to draft social content, and coordinating social media posts. The Media Relations Analyst also provides writing and basic graphic design support in customer communications, including mailings, newsletters, presentations, and more.

Note: For more specific information regarding this position, please contact Human Resources.

Minimum Qualifications

- Bachelor's degree in an applicable field such as Communications, Journalism, Broadcasting, or Business Administration
- Two-three years of related work experience
- Strong organization skills and ability to maintain multiple tasks at once and meet deadlines
- Strong written and oral communication skills
- Proficient in Microsoft Office applications, including Word, Excel, and PowerPoint
- Skill and resourcefulness to work independently on projects in a timely manner
- Ability and effectiveness to work cooperatively and respond to inquiries in a timely manner
- Competency and thoroughness to maintain quality and accuracy of work
- Basic knowledge of and experience following style guidelines and the ability to learn and follow KUB guidelines for internal and external publications and of KUB's utility systems.
- Must have and maintain a valid driver's license

Physical Demands: Sedentary Work - Exerting up to 10 pounds of force occasionally, and / or a negligible amount of force frequently to lift, carry, push, pull, or otherwise move objects, including the human body. Sedentary work involves sitting most of the time but may involve walking or standing for brief periods of time. **Note:** The physical demands described above are intended to relate the approximate physical demands of the classification. Physical demands for a specific position within this classification may vary and/or exceed those demands described above. Additional information regarding specific positions is available in Human Resources.

Preferred Qualifications

- Four (4) or more years of related work experience, preferably in a journalism or public information/public relations role
- Strong initiative and attention to detail, along with fact-finding or research experience
- Good working knowledge of Adobe Creative Suite (i.e. Adobe InDesign, Photoshop, Illustrator)
- Experience with Canva, Hootsuite, and similar programs
- Ability to work cooperatively with customers and coworkers and respond to inquiries in a timely manner

Selection Process

(Subject to change)

- Phase 1 Submit online application at www.kub.org
- Phase 2 Experience, training, and education evaluation
- Phase 3 Interview with department representatives
- Phase 4 Written, performance, and behavioral exercises
- Phase 5 Background investigation
- Phase 6 Physical assessment and/or drug screen

If special accommodations are needed at any phase of the selection process, please notify Human Resources in advance.

NOTES

Only candidates submitting a completed KUB application and completing each component of the selection process will be considered for KUB positions. KUB does not accept unsolicited applications; completed applications are only considered for advertised vacancies. Please no third-party inquiries. Due to the volume of applications and resumes we receive, only applicants invited to interview will be contacted. Applicants should apply on all positions of interest. KUB reserves the right to consider applications for additional vacancies in the same classification within 120 days of the original posting, after which time, applicants must reapply to be considered for any openings. It is the applicant's responsibility to provide correct and updated contact information to KUB during the active period of the application. If KUB is unable to contact the applicant because the information on the application is no longer correct, the application will be considered inactive and the applicant no longer eligible for employment.