

## Corporate Communications Manager

**Tracking Code** 1681

**Job Location** Boise, ID

**Salary** \$76,107.20 – 91,665.60 (exempt)

**Application Deadline** 2/3/2012 (5:00 p.m. MST)

### Job Description

Manages, directs and leads a communications team responsible for establishing, developing and leading innovative communications strategies that engage the company's internal and external stakeholders. The team's work contributes to a greater understanding, improved reputation and/or trust, and behavioral changes that lead to increased support for Idaho Power's mission, goals and critical success factors. As part of the Corporate Communications management team, responsible for the oversight of all communication efforts directed to company constituents including: current and future customers, investors, shareowners, regulatory agencies, community and civic organization leaders, print and electronic media, employees and retirees.

Delivers, and helps others to deliver, clear, consistent and informative messages through a variety of traditional and new communications vehicles utilizing various approaches (e.g., AP writing style, advertising copywriting, corporate story-telling, conversation social media tone, etc.) to champion Idaho Power's brand and corporate identity. Using core communication skills and a broad understanding of communication disciplines, balances corporate business strategy with objectives from a variety of internal clients to ensure that all communication material, methods and vehicles are informative, engaging, and in alignment with the company's overall messaging.

Works with department leadership to develop the annual communication theme, messaging vision and corresponding annual outreach planning. In conjunction with Director, provides strategic counsel, planning and execution to senior leadership for key communications initiatives. Develops strategies for media relations, social media, advertising and several other highly-visible communications channels. Oversees and manages communication staff for implementation and cascading to appropriate constituents. Collaborate with the marketing team to conduct market research, interpret and incorporate data into communication planning activities.

*The successful candidate must demonstrate an understanding of and commitment to Equal Employment Opportunity for all applicants and employees and will be expected to support and facilitate a workplace culture of dignity and respect. Additionally, he/she will be responsible and accountable for supporting the Company's non-union status, its safety culture, event processes, and the accident records of employees in his/her area of responsibility.*

### Required Skills

- Knowledge of:** Public relations, marketing, communication, brand planning, development and implementation practices; advertising and marketing principles; print and web best practices; principles of research; budget management. Numerous writing styles including advertising, journalistic AP style, web writing and technical writing; Applied knowledge to create, plan, develop, and implement a communication plan.
- Skills in:** Excellent written and verbal communication; strong organizational and project management skills; superior problem-solving and analytical-thinking; ability to collaborate on teams and interact with all levels of management; strength in managing people, budgets and strategic relationships.
- Ability to:** Think and act proactively and independently; demonstrate initiative in proposing and implementing solutions; tie departmental objectives to corporate goals; work and represent all levels in the organization from senior management to front-line/field employees; motivate and inspire others toward common goals.

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To be considered for this position, please visit our website at [www.idahopower.com/careers](http://www.idahopower.com/careers) and complete our online application.

If you have questions, or require assistance or accommodation to complete the online application, please contact us at:

**Phone:** (208) 388-2965 or **E-mail:** [jobs@idahopower.com](mailto:jobs@idahopower.com)

**Idaho Power is an Equal Opportunity Employer.**

## Required Experience

### MINIMUM REQUIREMENTS

- Education:** Bachelor's degree in Communication, English, Journalism, Marketing or a related field.
- Experience:** 8 to 10 years corporate communication experience with progressively increasing levels of responsibility.

## Competencies

Communication, Building Trust, Decision Making, Adaptability, Building a Successful Team, Coaching, Building Strategic Working Relationships, Customer Focus, Managing Conflict, Planning and Organizing.