



**NOTICE OF JOB OPENING**  
**DIRECTOR OF PUBLIC RELATIONS**  
**1 Opening**  
**(Internal & External)**

**Opening Date: 10/10/2023**

**Closing Date: Until filled**

**Classification:** Grade 5, Exempt \$100,506 - \$124,613 annually based on exp.

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**Summary of Job Duties and Responsibilities** The DIRECTOR OF PUBLIC RELATIONS plans, directs and oversees the overall operation of the Public Relations section; plans, organizes, and administers an effective public relations program; plans, develops, and oversees activities related to community outreach including CAW's educational and outreach programs; provides direction and supervision to section staff; plans, coordinates, and oversees CAW public relations work activities within and outside the utility; tracks and maintains accurate records of the utility's partnerships, investments, support, and interaction with outside organizations; subject to call and work some evenings and weekends; and performs other essential duties as required.

**Knowledge, Skills, and Abilities**

Knowledge of Public Relations formulation, management, and outreach.  
Knowledge of news media relations.  
Knowledge of advertising, public relations, marketing strategies and public outreach.  
Knowledge of proper rules of grammar, spelling, and punctuation.  
Knowledge of budget principles and practices.  
Knowledge of human resources management principles and practices.  
Knowledge of personal computers and software, including databases.  
Ability to develop and present technical information and reports, orally and in writing.  
Ability to handle multiple projects under time and resource pressure.  
Ability to be detail and results oriented.  
Ability to establish and maintain effective working relationships with citizen groups, stakeholders, news media, co-workers, etc.  
Ability to maintain confidentiality.  
Ability to interpret and explain laws, regulations, and technical information in laymen's terms.  
Ability to analyze complex issues and problems, develop and recommend an effective course of action.  
Ability to coordinate activities with and through departments, citizen groups, businesses, and the media.  
Ability to understand water system operations.  
Ability to proofread and edit accurately.  
Ability to write clear and concise reports and to develop and make effective presentations.  
Ability to plan, organize, oversee, instruct, and supervise work activities of others.  
Ability to operate menu driven computers, including Microsoft Office applications.  
Ability to prepare annual budget.  
Ability to evaluate the impact and effectiveness of programs and activities.  
Ability to work independently and exercise considerable independent judgment.  
Ability to compose reports, documents, letters, news articles, press releases, etc.  
Skilled in written and oral communications and communicating confidently and effectively with persons of varying backgrounds, as well as news media.  
Skilled in diplomatic dealings with politically sensitive situations, issues and individuals and situations under pressure.  
Skilled in long range planning and analysis.  
Skilled in program/project planning, development and management.  
Skilled in promotion and publicity.

**Minimum Qualifications**

Bachelor's degree in Journalism, Communications, Public Relations, Business Administration, Marketing, Management, or related field, and five (5) years of work experience with increasing responsibility, including at least three (3) years of supervisory work experience.

**Preferred Qualifications**

Master's Degree in one or more of the disciplines listed above.  
Past responsibility for public policy management/outreach campaign, and experience communicating technical information to public officials to support policy agendas.

**Special Qualifications**

Must pass a criminal background check.  
Must have a valid Arkansas Driver's License  
Must have a good driving record.  
Must pass a drug test.  
Must maintain a personal cell phone due to subject to call out.  
Must possess excellent interpersonal public speaking skills to deal effectively with news media, the public, employees, etc.  
Must be high performing, innovative, values-driven, informed, and passionate individual.

**Work Conditions**

Individual works in a heated and air-conditioned office.

The above describes the general content and requirements for this job. It is not intended to be an all-inclusive list of duties, responsibilities, or requirements.

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Application must be completed, and emailed to [Careers@carkw.com](mailto:Careers@carkw.com) to be considered for the position

Central Arkansas Water is an EQUAL OPPORTUNITY EMPLOYER and does not discriminate in its employment practices, or any other activities, based on race, color, religion, sex, national origin, age, disability, veteran's status, sexual orientation, gender identity, genetic information, political opinions or affiliation, or any other status protected by law.

[www.carkw.com](http://www.carkw.com)

We support diversity, equity, and inclusion in our workplace.



# APPLICATION FOR EMPLOYMENT CENTRAL ARKANSAS WATER

An incomplete or illegible application may jeopardize your opportunity for employment. Because eligibility to compete for positions is based on a review of your application and since only information provided will be evaluated, be certain that you complete all items as fully and accurately as possible.

NAME \_\_\_\_\_ DATE \_\_\_\_\_  
LAST FIRST MIDDLE

STREET ADDRESS \_\_\_\_\_ HOME PHONE \_\_\_\_\_

\_\_\_\_\_  
CITY STATE ZIP

BUSINESS PHONE \_\_\_\_\_

CELL PHONE \_\_\_\_\_

ARE YOU A CITIZEN OF THE UNITED STATES OR ARE YOU LAWFULLY ELIGIBLE TO BECOME EMPLOYED IN THE U.S.?

YES  NO (Proof of U.S. citizenship or immigration status will be required if employed)

POSITION YOU ARE APPLYING FOR \_\_\_\_\_

TYPE OF EMPLOYMENT DESIRED:  FULL-TIME  TEMPORARY  SUMMER  PART TIME

DATE AVAILABLE \_\_\_\_\_ SALARY REQUIREMENTS \$ \_\_\_\_\_

WHERE DID YOU HEAR ABOUT THIS OPENING?  NEWSPAPER  JOB LINE  EMPLOYEE REFERRAL  OTHER \_\_\_\_\_

**\*\*\*LIST PREVIOUS EMPLOYMENT, BEGINNING WITH THE LAST\*\*\***

FROM DATE (Mo/ Yr)	TO DATE (Mo/ Yr)	NAME AND LOCATION OF EMPLOYER	SUPERVISOR	YOUR JOB	REASON FOR LEAVING	FULL OR PART TIME

TYPE SCHOOL	NAME & ADDRESS	GRADUATED?	PRIMARY COURSES OF STUDY	
HIGH SCHOOL	XXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXX		XXXXXXXXXXXXXXXXXXXXXXXXXX XXXXXXXXXXXXXXXXXXXXXXXXXX	
BUSINESS OR TRADE SCHOOL				
COLLEGE			Major:	Degree:
			Minor:	
GRADUATE SCHOOL			Degree:	
CORRESPONDENCE COURSES OR SPECIAL TRAINING				

Excluding those which would reveal sex, race, religion, national origin, age, ancestry, disability or other protected status, list any professional, trade, business or civic organizations with which you are associated:

\_\_\_\_\_

\_\_\_\_\_

List professional, business or trade licenses held, awards or special recognitions received:

\_\_\_\_\_

\_\_\_\_\_

LIST THREE WORK-RELATED REFERENCES:

NAME	OCCUPATION	EMPLOYER	PHONE #	ASSOCIATION (Peer vs. supervisor)

Have you previously been interviewed for a position with Central Arkansas Water? If yes, provide positions and dates:

\_\_\_\_\_

Have you ever been employed by Central Arkansas Water? If yes, provide position, dates, and reason for leaving:

\_\_\_\_\_

\_\_\_\_\_

\* Do you understand the physical and mental requirements of the job for which you are applying?  Yes  No

\* Are you able to fully and completely perform all functions, duties and responsibilities of the particular job for which you are applying with or without an accommodation?

Yes  No If no, please provide an explanation: \_\_\_\_\_

\_\_\_\_\_

\* **The Americans With Disabilities Act of 1990 prohibits discrimination against a qualified individual with a disability.**

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Central Arkansas Water embraces a diverse and inclusive environment. As an Equal Opportunity Employer, all applicants who meet the stated qualifications will be considered for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age or veteran status. CAW is also committed to compliance with all fair employment practices.  
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• I, \_\_\_\_\_, understand and voluntarily agree that Central Arkansas Water (or an investigative bureau of your choice) may check any references or other information provided on this application form by me. Further, I hereby give consent to any and all current and prior employers of mine, or educational institutions I have attended, to provide information to Central Arkansas Water with regard to my employment with current or prior employers or my educational background. I understand and accept that your employment decision may be based upon information furnished by me or obtained through the verification process. I hereby release from liability the employer and its representatives for seeking such information and all other persons, corporations or organizations for furnishing such information. I authorize you to make copies of documents related to my employment, which shall have the same effect as the originals.

Signed: \_\_\_\_\_

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

- I understand and agree that if I am offered and accept a position with the Central Arkansas Water, that the position is not for a specific period of time, and I agree that I will be an employee at will and this arrangement can be terminated at any time by myself or Central Arkansas Water, with or without notice.
- If employed by Central Arkansas Water, I agree to abide by its rules and regulations.
- I understand and agree to examinations and testing, including a pre-employment physical, criminal background check, and drug screening, considered necessary by Central Arkansas Water at any time, at the option of the Utility and at no personal expense to me. I authorize the examining physician or organization to disclose to Central Arkansas Water or its representatives the results of such examinations, tests, or background information. I understand Central Arkansas Water will limit such information only to those individuals who have a need to be informed of such.
- I understand that, unless I am notified by Central Arkansas Water otherwise, this application will be considered only for the position I designated on this application form. I understand that in order to be considered for other available positions with Central Arkansas Water, I will need to complete a separate application for each position.

**I hereby affirm that my answers to the foregoing questions are true and correct, and I understand that misrepresentation or omission of facts called for in this application may be cause for disqualification for consideration of the position, or if employed by Central Arkansas Water, immediate dismissal without notice.**

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Date



**EQUAL OPPORTUNITY EMPLOYER**

221 East Capitol Avenue \* PHONE (501) 377-1251 \* LITTLE ROCK, AR 72202

## EMPLOYEE BENEFITS INFORMATION (Full Time Employees Only)



### Compensation

- Competitive Compensation
- Generous Paid-Time off, Paid Holidays, Discretionary Time, Overtime for non-exempt staff
- Pension Plan (APERS)
- Deferred Compensation Plan
- Saving Plan
- Utility-Paid Life Insurance
- Short-Term Disability and Additional Life Insurance Coverage options
- Utility-Paid Long-Term Disability
- Accident, Critical Illness, Hospital Stay Pay and Identity Theft coverage options
- Credit union membership
- Uniforms provided (as required by position)
- Annual Work Boot Allowance (as required by position)
- Public Student Loan Forgiveness Eligible Employer
- Generous Retiree Benefits
- Performance Evaluation six months after hire and after twelve months. Each evaluation has the opportunity for a merit increase. Annual evaluations thereafter with the opportunity for merit increase.
- Annual Pay Plan increase (as approved by CAW's Board of Commissioners)



### Health & Wellbeing

- Utility-subsidized individual and family health care coverage options with Rx Plan
  - PPO – 96% employee premium paid by Utility
  - HDHP- 100% employee premium paid by Utility
- HAS – Utility funded based on HDHP coverage option
- FSA
  - Medical
  - Dependent Care
- Dental – 100% employee premium paid
- Vision
- EAP – Utility-paid
- Remote Work (position eligibility applies)
- Paid Family Bereavement Leave, Emergency Leave, Military Leave, COVID vaccine time, Blood donation, Jury Duty
- Utility Paid Rehabilitation for Drug or Alcohol Abuse
- Special Interest Employee Committees
- Various Employee Recognition Programs
- Compressed Work Schedule (available for most positions)
- HIVIP (High-Performing, Innovative, Values-Driven, Informs and Passionate) culture
- Safety Program



### Professional Development

- 100% Tuition Reimbursement
- Utility support for industry licenses
- Utility-paid professional memberships
- In-house training and development program CAWU
- Employee Perks and Discounts (automotive, banking, cellular, dining, education, fitness, home improvement, office supply and misc.)
- Financial Planning
- Internal Promotion Opportunities
- Employee-led, Executive sponsored, Diversity, Equity and Inclusion Team and Initiatives



### Community

CAW takes our commitment to be involved seriously. Our team members can always be found in a neighborhood, at a community event, fundraiser or educational initiative promoting quality of life, exceptional service and science, technology, engineering, and mathematics (STEM) education.