

State of New Hampshire Job Posting  
Public Utilities Commission  
Consumer Affairs & Customer Services  
21 South Fruit Street, Concord, NH 03301

Program Specialist III

Labor Grade 23

Position # 17103

Summary:

Manage and develop the direction of the website and social media programs for the Public Utilities Commission. Analyze, interpret, and evaluate data, policies, procedures, and program needs for use in planning, developing, and recommending opportunities for use of the website and social media as tools for communicating a wide variety of information about the programs and services of the Commission and its administratively attached agencies, the Office of Consumer Advocate (OCA) and the Site Evaluation Committee (SEC).

Responsibilities:

- Manage and develop content for and create the design of the Commission website, including working with content management software. Manage content for and create the design of the OCA website; manage content for the SEC website.
- Plan, implement and manage social media strategy to promote awareness of the Commission, its activities and the programs available to consumers, such as renewable energy grants and rebates, Dig Safe, and competitive energy suppliers pricing. Promote education for state residents regarding energy programs and other initiatives supported through electric rates.
- Conceptualize, plan and design materials to promote understanding of the Public Utilities Commission, its practices and its decisions as well as presentations for the Commission as needed. Ensure satisfactory live streaming of Commission proceedings as well as e-filing processes designed for utility companies to comply with agency rules and applicable statutes.
- Evaluate current and future functionality of the website and review and present findings. Provide recommendations for ways to improve functionality and usability of website and social media platforms and recommend navigation design processes to ensure content is appropriately structured to meet the goals of the Commission and the needs of its stakeholders and of customers.
- Provide recommendations for ways to improve functionality and usability of the OCA and SEC websites and recommend navigation design processes to ensure content is appropriately structured to

meet the goals of OCA and the needs of its stakeholders and the goals of the SEC and the needs of its stakeholders.

- Maintain, create or modify site standards and identify strategies regarding new development. Keep current with emerging web technologies.
- Compile, analyze and report on website usage statistics for the Commission and OCA. Identify issues and provide recommendations for changes in website design. Conduct ongoing audience research for the Commission to ensure website and social media meet the needs of the Commission, its stakeholders and consumers and for the OCA to ensure its website meets the needs of the OCA, its stakeholders and consumers.
- Ensure all documents meet established content standards. Edit content contributions made by users. Assist in the development of graphics for website, social media, reports, and other materials.
- Participate in the Request for Proposal (RFP) process, negotiate contracts and supervise the work of consultants hired to assist the Commission with the development of new website functionality and other specialized projects.

**Minimum Qualifications:**

**Education:** Bachelor's degree from a recognized college or university with major study in advertising, marketing, public relations, arts, digital media, business administration or a related field.

**Experience:** Four years' professional or paraprofessional experience in advertising, marketing, public relations, digital media or a related field, with responsibility for program implementation, direct service delivery, planning or program evaluation. Each additional year of approved work experience may be substituted for one year of required formal education.

**License/Certification:** None required.

**PREFERRED QUALIFICATIONS:** Preference will be given to candidates with experience in design, illustration and/or web content management, as well as experience in project management and research.

**SPECIAL REQUIREMENTS:** For appointment consideration, Program Specialist III applicants must successfully participate in a structured interview measuring possession of knowledge, skills and abilities identified as necessary for satisfactory job performance by this class specification. The structured interview is developed and administered, according to Division of Personnel guidelines, by representatives of the state agency in which the vacancy exists.

For further information please contact Eunice Landry, Business Office Director  
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