



POSITION PROFILE

The Chief Engagement and Consumer Officer (CECO) reports to the President and CEO of Rappahannock Electric Cooperative (REC) and directly supervises three managing directors with a division totaling nearly 125 employees. The division functions include:

- Member services,
- Communications and Public Relations,
- Legislative Affairs,
- Regulatory Affairs, and
- Economic Development.

In this role the successful candidate will oversee these critical functions that reflect the best interests of the Cooperative and its member-owners both in the short and long term.

The electric industry is evolving faster than ever before, and REC is seeking a forward-leaning leader to further its mission to best serve its members and communities. The CECO will serve as a member experience expert and key business partner to the Executive Leadership team. This position is expected to lead across the Cooperative to maintain focus on the needs of the consumers today, while also identifying opportunities to chart a path to meet the future consumer expectations.

REC LANDSCAPE

As one of the nation's leading electric cooperatives, REC is an extraordinary place to discover a rewarding career. Each day, REC powers the lives of its member-owners. The Cooperative is focused on providing outstanding member service, and in 2020 ranked 17th overall in J.D. Power's residential satisfaction study, achieving 5th nationally in customer care. The functional areas reporting to the CECO have repeatedly performed in the top quartile for member satisfaction and communications. The successful candidate should expect to lead a high-performing team at a high-performing organization with a track record of proven success.

REC presently serves over 170,000 residential, commercial, industrial, agricultural and government accounts, and is experiencing an average of 3,000 new service connections per year. Critically important to the membership is access to high-speed broadband internet. REC is taking significant steps to facilitate broadband partnerships in the counties it serves with local internet service providers.

In Virginia, REC is an innovative leader implementing new programs, services and rate offerings. From being the first to implement Prepay, develop an on-bill energy efficiency tariff, and to connect a large-scale battery storage system, opportunities to lead the way are endless.

ROLES AND RESPONSIBILITIES

- Serves as the executive leader of the member services, communications and public relations, and external affairs functional areas of the Cooperative.
- Provides vision for member experience, public relations and marketing, in particular, economic development, government and regulatory affairs, and for the Cooperative in general.
- Provides a level of leadership, which is readily accepted, and encourages action that produces accountability.
- Coordinates with the President and CEO, Strategic Leadership and Tactical Management teams on matters concerning conditions of the Cooperative so that common objectives are reached.
- Devotes significant effort to external community and stakeholder engagement to further the goals of the Cooperative. Leads member and stakeholder listening sessions to shape Cooperative programs, offerings and quality outcomes.
- Serves as a forward-thinking leader on member engagement and represents REC at the national, state and local levels to promote beneficial cooperative relations.
- Implements innovative solutions to increase value and control or reduce operating expense
- Extreme attention to detail for co-op publications, and digital presence.
- Relentlessly focused on customer care and continuously seeking quality conveniences for the co-op's consumers.
- Actively leading public relations and critical information during emergency response situations.
- Manages Risks and Opportunities.

MISSION: Connecting our members and communities with safe, reliable, affordable and sustainable energy solutions.



REC LANDSCAPE (continued)

The new CECO will collaborate with Strategic Leadership and the Board of Directors to formalize strategic planning that will drive member satisfaction to the highest levels.

Today REC is offering and shaping a variety of energy services programs that will be essential to meeting new member needs. In the areas of:

- Outage Information
- Energy Efficiency
- Electric Transportation
- Clean Energy
- Distributed Energy
- Standby generation
- Energy Management

REC's member-owners are more empowered than they have ever been and they increasingly seek involvement with REC. The CECO will be charged with diverse responsibilities from improving profitability, to maintaining customer-centricity, and driving sustainable growth for the organization.

THE SUCCESSFUL CANDIDATE

Qualified candidates must exhibit exceptional leadership and sound, ethical decision-making skills. The successful candidate will be knowledgeable of and demonstrate quality outcomes in shaping consumer experience and engagement in a utility and relatable member service environment.

Strategic leadership experience and forward thinking capacity should include: inclusive customer care programs and satisfaction, account management, consumer marketing, public relations and communications, inspiring internal communications, meaningful consumer and diverse stakeholder engagement, proactive external affairs, e-commerce and convenience, strong corporate citizenship, and emergency responsiveness.

Advanced degree in related fields preferred. Bachelor's degree is required. Must demonstrate an ongoing commitment to advanced professional development. Must have work experience at a senior management/executive level with a utility or related service industry, with preference for electric sector and experience with cooperative business model. Must possess 10 years of progressively responsible management experience with at least 5 years in a functional senior management position. The successful candidate must also be a safety champion.

REC prefers a candidate with direct tactical experience relating to; community and economic development, call center operations, consumer demographics, behaviors and trends, key accounts, rates, regulatory and government affairs. Candidate should also have a working knowledge of other utility functions, including but not limited to, operations, power supply, energy technology trends, advanced utility programs, demand response and energy efficiency, finance, human resources, workplace health, safety and security.

Must have demonstrated management and leadership abilities. Must communicate effectively both inside and outside of the organization. Perform other duties as assigned. Must possess a current driver's license. Must be a strategic planner with the ability to execute plans.

Principally working in the Fredericksburg office, with regular trips to Eastern and Western Regional offices. There will be regular travel to Old Dominion Electric Cooperative, Virginia, Maryland, & Delaware Association of Electric Cooperatives, and other Cooperatives. Out of town travel can be expected.

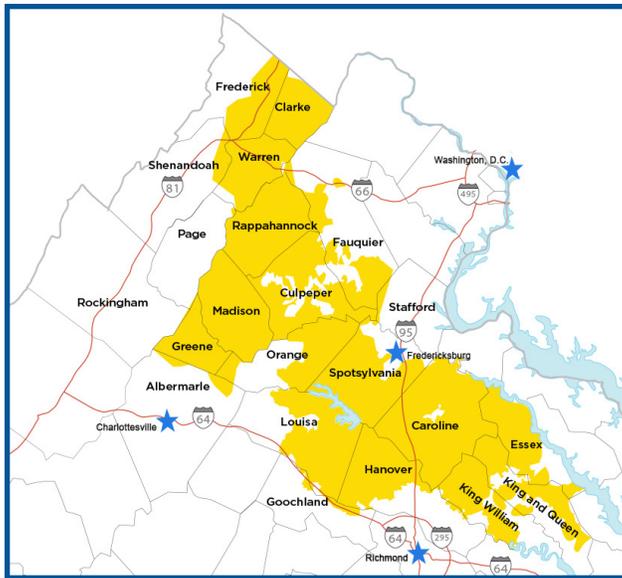
COMPENSATION, BENEFITS AND RELOCATION

The total compensation and relocation package is competitive and will be dependent upon qualifications and experience. There are a lot of benefits to working at REC. You'll be surrounded and supported by a great team of people who are passionate about what they do.

REC believes our team members are at the core of our success. In recognition of the vital role each employee plays every day, we provide a very strong benefits package including:

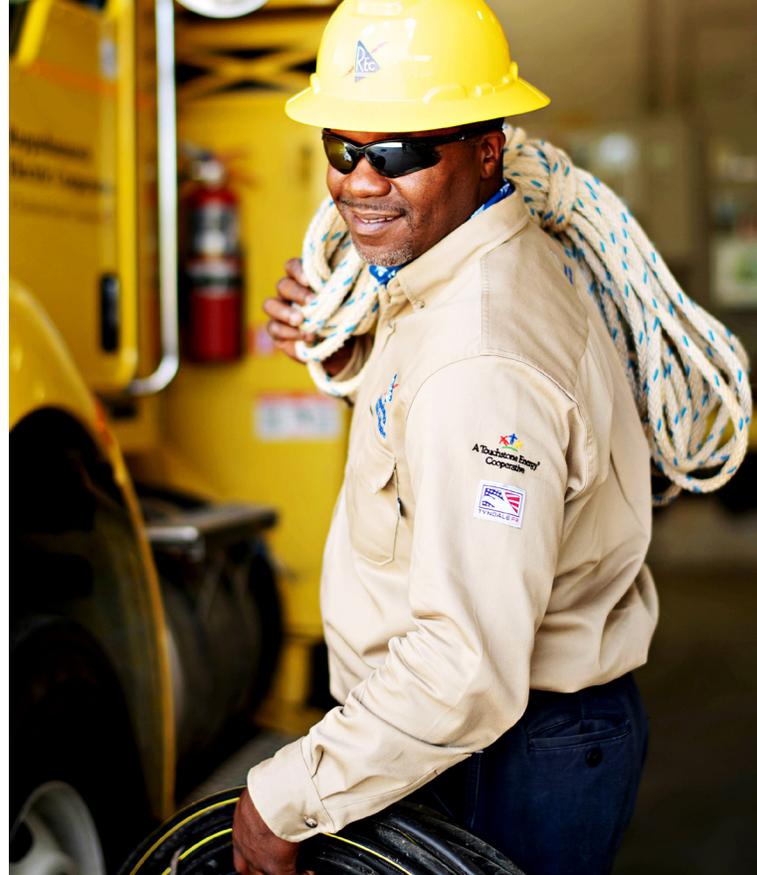
- Competitive Pay
- Medical, Dental, Vision, and Prescription Drug Coverage
- Flexible Spending Accounts
- 401(k) with Company Match
- Pension Plan
- Paid Holidays and Time Off
- Educational/Tuition Reimbursement Plan
- Employee Discounts
- Employee Assistance Program
- Wellness Programs
- Parental Leave
- Remote and Teleworking Options

People come to REC's region seeking the beauty of nature and an affordable lifestyle. A simple day trip can take you to the mountains, lakes, and the ocean for exploring or relaxing. When you're ready to head indoors, you won't find an area with more museums, entertainment venues, and restaurants to satisfy all interests. REC is nestled between the Nation's Capital and the capital of the Commonwealth, and the Fredericksburg region is Virginia's fastest growing market, boasting a highly educated labor force, lower cost of business and enviable quality of life. Whether you want the charm of a small town or the energy of a metropolitan environment, you can find it here.



CONTACT INFORMATION:

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POWER YOUR FUTURE. JOIN OUR TEAM!

REC has over 430 employees working across 22 counties, from the Blue Ridge Mountains to the southeastern shores of the Rappahannock River. REC is one of the largest electric cooperatives in the nation, with over 170,000 member connections across 17,000+ miles of power lines. While the service territory and employees are diverse, what always stays consistent are the core values: Caring, Integrity, Respect, and Service.

Working at REC means you will enjoy the support of a great team of professionals while also having a positive impact on the lives of people in our communities.

Our employees are some of the most dedicated, innovative, and brightest in the industry. We know that working at REC means we're building successful careers for you and a better life for our members.

Start Strong. Make Connections. Plan for the Future.

HOW TO APPLY (Open Until Filled)

Internal Applicants: Interested parties should submit an internal application (a resume may be attached to the completed application) to the Human Resources Department. Resumes can be emailed to rech@myrec.coop.

Applicants: Use our website myrec.coop/careers to apply for the opportunity. Please indicate the Job Posting ID #42FB09012021