



**Prequalified Ready Employees for Power**  
Preparing Tomorrow's Energy Professionals

Prequalified Ready Employees for Power Intl  
[www.prepintl.com](http://www.prepintl.com)

5113 Piper Station Drive, Suite 206  
Charlotte, NC 28277-6690  
Office 704.752.6414  
Fax 704.752.4224

A Division of Sadinsky & Partners Intl, LLC  
Dec 4, 2017

POSITION PROFILE: **Senior UX Specialist** \$93 - \$122 K + Rich Benefits + Relo +

Seeking a skilled, energetic, highly collaborative Senior User Experience (UX) Specialist to join the Digital & User Experience Team (DUX) at a forward thinking, pace-setting utility in a major Northern CA city.

This UX pro will lead the development and implementation of UX strategies and propose, design and implement tactics, foundational technology, refining digital marketing platforms across digital channels to support the customer experience (CX) goals and three year operational and strategic business plans.

Energy Technology is changing the world and the way cities and utilities work. This key role's focus is to make this city's utility's CX and UX a leader across the industry and world class organizations.

This pro will be responsible for adoption, engagement and the satisfaction and retention of digital tools.

Requires a deep working understanding of the methodologies and skills required in the UX discipline to provide daily direction in the end-to-end experience design across all digital channels and contexts to ensure offerings are easy-to-use, responsive and accessible to customers, partners and employees.

Education: A Bachelor's degree from an accredited college/university with major course work in design, development or digital media, user experience, human factors/ information design, marketing, IT or a related field or equivalent experience.

Experience: Five or more years' progressively responsible relevant experience working in a digital, web or UX department focused on UX or channel management and operations.

Nine years' relevant experience will be considered as equivalent to a Bachelor's Degree.

The ideal candidate thrives in a fast-paced environment with the Project Management (PM) capabilities and experience to juggle multiple projects, in different phases with various stakeholders concurrently.

Seeking a creative PM with a diverse background in a variety of digital functions: design, development and content delivery.

- ⊖ Guides a variety of functions to support new development, enhancements, performance & maintenance of internal/external digital channels & systems including corporate & transactional websites, Intranet & applications, third-party SaaS solutions, email, SMS and social media.
- ⊖ Ensures that digital channels meet business goals, brand, strategic and legal requirements.
- ⊖ Oversees & develops department workflows or processes to assure quality prior to deployment;
- ⊖ Ensures all deliverables are tracked, reviewed, tested, approved and delivered on schedule; follows up and resolves issues related to the design, functionality, development or content for digital channels;
- ⊖ Develops recommendations and produces associated deliverables for architecture, user flows, design, analytics tracking and content.

- ⊖ Leads setup, support, installation and/or ongoing operations and maintenance for tools such as the CMS/CX experience management platform, digital asset management, email campaign and other management tools using various metrics and data.

Manages the identification of opportunities to expand self-service utilization and functionality, personalization to key customer segments and content engagement through the use of qualitative and quantitative customer insights such as feedback survey's, market research studies, task or intent survey's, usability testing, A/B or multivariate testing and customer service calls.

- ⊖ Oversees content, design, or technical functions needed to support key campaigns, 3 or 5 year strategic goals or UX strategy working with other DUX staff and other business unit partners.
- ⊖ Continually updates, maintains and communicates changes to affected areas in a timely manner.
- ⊖ Oversees and guides the user experience implementation of third-party tools and SaaS solutions to ensure a seamless, personalized and mobile-friendly experience is achieved.

Acts as and develops the reputation as the Go-To Subject Matter Expert (SME) in specialized channels or disciplines and helps Strategic Planners, Marketing or other departments develop, adjust and implement ideas, creative solutions and refine strategies and business plans to add value and ease of use for customers, partners and employees.

Follows, leads and oversees the communications of industry trends, impacts and early warning signals of customer issues and expectations; develops strategies for dealing with these; understands implications of external situations, internal impacts and events.

- ⊖ Oversee the compilation of data from various sources to assist in developing, monitoring, reporting and analysis of performance measurements, metrics and KPI's to monitor effectiveness and communicate progress of adoption, engagement, satisfaction, usability and retention goals.
- ⊖ Plans, coordinates, prioritizes, monitors, mentors and guides, reviews and conducts work activities associated with department internal/external projects in accordance with established task objectives.

Knowledge of: Methods and techniques of user experience or user interface design, research, architecture, effective digital or web operations, development, and design; principles and practices of visual, interaction or information design pertinent to web, mobile, platform development or enhancements; methods and techniques used in tracking performance and utilization of digital channels; marketing principles and practices; content and SEO practices;

- ⊖ HTML/HTML5, CSS/CSS3, JavaScript, principles of contract administration and vendor management; office procedures, methods, and equipment including computers and applicable software applications such as word processing, spreadsheets and databases; principles of business letter writing and basic report preparation; English usage, spelling, grammar and punctuation.

Possess Skills to: Plan the efficient use of digital channels; establish and maintain an effective tracking system for performance and utilization; interpret and apply technical material to the user experience design of web sites; understand utilization performance measures, metrics and industry trends; work with individuals & teams to create digital content; monitor best-in class digital experiences; share utility



trends, anticipate, identify, and resolve problems; plan and organize work to meet changing priorities and deadlines; operate office equipment including computers and supporting word processing, spreadsheet, and database applications; prepare clear and concise reports; communicate effectively orally and in writing internally/externally; establish and maintain effective working relationships internally/externally.

#### Additional Desirable Qualifications

- ⊖ Energy or utility experience
- ⊖ Web Security, Anti-hacking and/or Privacy management experience
- ⊖ Experience with Sitecore, ExactTarget/Marketo or similar marketing automation platforms
- ⊖ Experience leading the work of others

Additional Requirement for Candidates – Please provide answers to the following questions in a cover letter or appendix to your resume. Failure to respond to these questions may preclude you from moving forward in this recruitment

1. Describe your experience supporting the web/digital operations of a large organization.
  - a. Specify roles, key deliverables and outcomes
  - b. Define total years of related User experience work experience you have had clarifying where you acquired this experience including size and industry of the related organizations
2. Describe one or several projects or assignments you were involved in that had the largest positive impact on the Customer Experience (CX) and/or the User Experience (UX):
  - a. What was the project and outcomes?
  - b. Why did his have a large impact? – include metrics
  - c. How did it affect other projects?
3. Please provide an attachment to your resume and additional questions including samples of your work including links and/or samples of your work
  - a. Clarify your role within these projects
4. What is your experience with HTML/HTML5, CSS/CSS3, JavaScript, SEO practices
5. What is your project management expertise, working with workflows?
6. What specific experience and expertise have you developed in collecting, managing, evaluating and using SEO and other data metrics in developing, fine tuning and revising Web pages and UX/CX interfaces and applications?

About Prequalified Ready Employees for Power (PREP Intl) - Since 2009, PREP Intl has sourced, referred and placed dozens of professionals into leadership, engineering and Operations roles at utilities, various sectors of infrastructure and Electrical Power organization (Fuel, Generation, Transmission, Distribution, Markets and Regulation) including Oil & Gas and Right of Way (ROW) leaders.

All assessment, selection and referral decisions are made on the basis of bona fide occupational qualifications and not on the basis of race, sex, creed, national origin, gender, sexual preference, age, disability, employment or veteran status. Qualified women, veterans and the disabled are encouraged to apply.

Interested candidates should register and complete a Career Interest Questionnaire (CIQ) at [www.prepintl.com](http://www.prepintl.com)

Qualified candidates will be contacted and provide more information.