



POSITION DESCRIPTION

Job Title: Vice President of Electrification and Member Experience
NRECA Job Code: 22-1112
Reports To: President and CEO
Classification: Exempt, Non-union, salaried, overtime ineligible
Updated: 2025

OBJECTIVES

- The Vice President of Electrification and Member Experience is responsible for the development and implementation of Beltrami Electric Cooperative's energy programs, products, and services portfolio and the overall member experience. This role is both strategic and hands-on requiring a focus on innovation, strategic thinking, and a passion for providing best-in-class comprehensive member service and energy program development and delivery. The Vice President leads a well-managed team that successfully delivers transformational change to increase load, member satisfaction and engagement, and leverages insights and data to establish key areas of focus for improved member experience and load growth.
- To oversee the Electrification and Member Experience department. To work closely with employees to deliver the highest level of service. To assist employees in maintaining a high degree of efficiency for the operation of the cooperative by creating innovative and effective methods to provide value to our members.
- To maintain the cooperative's goodwill with its members, directors, employees, affiliated organizations, contractors and public.
- To promote safe working conditions through adherence to all established safety rules and practices.

REPORTING RELATIONSHIPS

- Reports to the President and CEO.
- Directs Electrification and Member Experience Department. Directly supervises the Member Service Manager, Business Development Manager, Communications Specialist and Facilities Lead.

RESPONSIBILITIES:

Programs, Products and Services

- Identify and expand new load management technologies and opportunities, existing demand response programs and strategic energy efficiency initiatives; aligning business objectives to better meet, exceed and anticipate the needs of members by fully understanding the member experience and solving member experience challenges.
- Launch new member programs including, but not limited to, transportation (electric vehicles), building electrification, energy efficiency, load management, and associated program offerings.

- Expand existing excellent service culture to include a sales culture to grow load beneficial to our members.
- Identify and implement new revenue opportunities, including but not limited to opportunities to support load growth.
- Oversee distributed generation program delivery.
- Sustain tenant relations and BEC facility needs
- Advance new energy pricing strategies by analyzing rate design for residential and non-residential members to support healthy grid management and efficient load growth.

Improve Member Experiences

- Use data, technology, and digital innovations to improve member experience, and support continuous innovation.
- Drive positive member experiences that create value and satisfaction, growth, building on member research, and qualitative and quantitative feedback.
- Oversee cooperative's key accounts program, coordinating internal resources to meet member needs including, but not limited to, billing and power quality issues, new load growth, and load management opportunities.

Lead, Develop, and Collaborate with Teams

- Support the development, execution, measurement, monitoring and communication of the cooperative's strategy and Balanced Performance Scorecard.
- Lead, develop and inspire a team of experts to continually learn and leverage best practices, cultivate insights and drive member and business value while leading and consulting on strategic initiatives.
- Provide coaching, guidance, and mentorship to foster a high-functioning team, and expand development opportunities for team members.
- Work cross-functionally with other departments including Operations, Engineering, Finance, and Technology partners to affect change via people, processes, policies, and/or system changes to best serve our members.

Operate Effectively

- Work safely and support the cooperative's safety culture.
- Manage department operations with budget and performance metrics.
- Lead continuous improvement efforts throughout the organization.
- Provide leadership for contract and vendor management, member experience and engagement, quality assurance, and communication.

Additional Job Functions:

- Supervise the planning of advertising, public relations, and marketing.
- Prepares department budgets.
- Conducts and contributes to training programs for employees.

- Promotes economic development within the cooperative's service area and works with the President and CEO to actively seek load growth opportunities.
- Provides content for cooperative's marketing and communications efforts.
- Works with power supplier and other cooperatives on load management programs.
- Monitors legislative and regulatory issues affecting the cooperative and actively advocates the cooperative's position.
- Responsible for overall planning of the annual meeting.
- Supervises facility maintenance and upkeep to protect our members' assets and create a positive member experience.
- Manages cooperative's facility lease agreements.
- Performs other duties as may be requested or assigned to meet the needs of Beltrami Electric.

RELATIONSHIPS

- President and CEO—to function under the direct supervision of the President and CEO and support the strategy and operation of the cooperative.
- Other employees—to work with them to achieve a high degree of efficiency and productivity with particular emphasis on electrification, business development, member relations, marketing and the member experience.
- Members—to maintain a courteous and cooperative relationship with members, answer questions and resolve members' issues.
- Contractors – Establish and maintain relationships with area contractors, influencing decision makers on the benefits of electrification.

QUALIFICATION REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

EDUCATION and/or EXPERIENCE

- Eight (8) to ten (10) years of relevant leadership responsibility in designing and implementing member programs and services, hold a bachelor's degree in a related field, have utility industry experience, and five (5) years of supervisory experience.
- Bachelor's degree or certificate from college or technical school required, or equivalent combination of education and experience. Advanced degree in related field preferred.

LANGUAGE SKILLS

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, business plans and budgets. Ability to effectively present information and respond to questions from members, employees, contractors and the public.

MATHEMATICAL SKILLS

- Ability to calculate and apply figures and amounts such as fractions, percentages, ratios, discounts, interest, and proportions to practical situations. Ability to apply concepts of basic algebra. Ability to analyze rates and calculate ROI.

REASONING ABILITY

- Ability to interpret and apply and carry out instructions furnished in written, oral, diagram, or schedule form. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists.
- Must be able to manage ambiguity and react to change productively.

CERTIFICATES, LICENSES, REGISTRATIONS:

- A valid Minnesota driver's license is needed to operate BEC vehicles.

OTHER SKILLS and ABILITIES:

- Strong business acumen and project management expertise with a successful track record of implementing transformational member experiences that drive and exceed business goals.
- Process improvement and change management experience. Concrete examples of having identified problems and opportunities from a member standpoint and proven results implementing solutions.
- Passionate member advocate with a desire to build programs that exceed member expectations.
- Ability to establish clear outcomes aligned with strategy, deliver results, and effectively report on progress.
- Ability to manage multiple complex, high visibility and/or high impact projects/programs simultaneously.
- Excellent organizational and communication (oral, written, presentation, and facilitation) skills with the demonstrated ability to interact with all levels inside and outside of the cooperative.
- Demonstrated ability to interpret contract language, analyze wholesale power supply, and retail rates.
- Demonstrated problem-solving skills and the ability to work with others to find solutions to member requests.
- Appropriate technical expertise to facilitate technical solutions.
- Knowledge of the utility industry.
- Ability to work effectively in a diverse work environment.
- Proficiency in the use of common office equipment, computer applications, and excellent written skills are required. Familiarity with industry-specific terminology is required. Excellent interpersonal, communication, and organizational skills are required.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit and use hands to finger, handle, or feel objects, tools, or controls. The employee is occasionally required to stand; walk, reach with hands and arms; and to stoop, kneel, or crouch.
- Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually moderate.
- While performing the duties of this job, the employee occasionally works near moving mechanical parts and in outside weather conditions.

Disclaimer

The duties identified above cover the major responsibilities of this position. These are not intended to cover every aspect of the position. At times, the scope and responsibilities of any given position may change or be temporarily altered, and the employee may be required to perform additional or different tasks. The basic requirement of every position with Beltrami Electric Cooperative is to perform all tasks as assigned by the Supervisor.

NOTE: All job specifications and applicant qualifications will be reviewed to assure compliance with the Americans with Disabilities Act.

Employee

Date: _____

President and CEO

Date: _____