

STOP SEARCHING
START BUILDING



VICE PRESIDENT,
COMMUNICATIONS

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POSITION DESCRIPTION



CLIENT: JEA
ROLE: Vice President, Communications
LOCATION: Jacksonville, Florida
REPORTS TO: Chief External Affairs Officer
WEBSITE: www.jea.com

SITUATION OVERVIEW:

ZRG has been engaged to recruit JEA's new **Vice President, Communications**. Jay Stowe, JEA's recently appointed Managing Director & CEO, is actively re-imagining and building his extended Leadership Team. The Vice President, Communications will be charged with creating a new internal and external communications vision for JEA, joining an early-stage professional team within the construct of an established, financially sound utility organization.

ABOUT JEA:

JEA is the eighth-largest community-owned electric utility in the United States as well as one of the nation's largest water and sewer concerns. The utility's operations provide electric, water, and sewer service to residents and businesses throughout northeast Florida.

Specifically, JEA serves over 458,000 electric customers, 341,000 water customers, and 264,000 wastewater customers. JEA's water customer base spans a four-county service territory including Clay, Duval, Nassau, and St. Johns counties. The utility's largest customers include various government entities (the City of Jacksonville, Duval County Public Schools, the United States Navy); large commercial enterprises (Publix, Winn-Dixie, the new Amazon fulfillment facility); as well as industrial manufacturing plants (Anchor Glass, Johnson & Johnson, Anheuser- Busch).

JEA has annual operating revenues of \$1.8 billion (\$1.3 billion – electric operations; \$500 million – water and wastewater) supported by an employee team of nearly 2,200. JEA is a member of the Large Public Power Council and the Florida Reliability Coordinating Council.

Additional information regarding JEA may be found at www.jea.com.



POSITION DESCRIPTION

Electric System

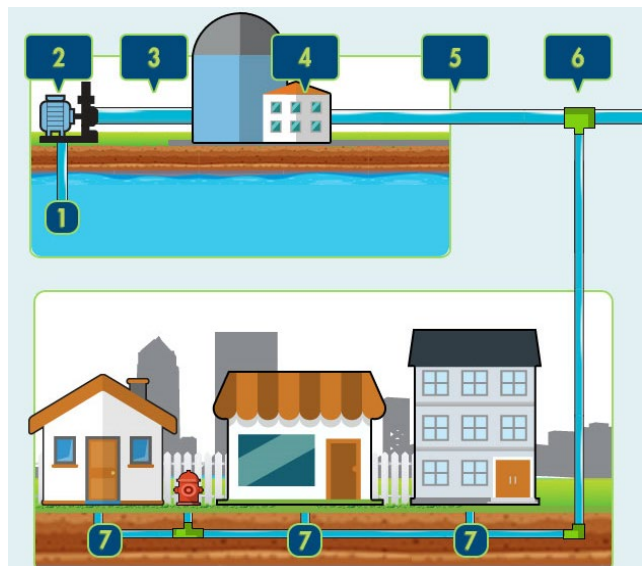
JEA meets its approximately 2,750 MW peak load resource requirements through JEA owned and operated generation assets. The utility's electric generation fleet boasts a diverse resource mix, with approximately half of its requirements fueled by natural gas. The remaining generation comes from coal, petroleum coke, and renewables such as solar and methane gas, to include purchases from several solar sites throughout JEA's service territory. JEA's transmission and distribution assets total 7,576 miles of both high and low voltage lines.



Water and Sewer Systems

JEA's Water System consists of 134 artesian wells that tap into the Floridan aquifer. Water is distributed through 38 water treatment plants and over 4,449 miles of water lines. Wastewater is collected from a four-county area through more than 3,900 miles of wastewater collection lines and is treated at 11 wastewater treatment plants.

JEA is committed to improving the water quality of the St. Johns River. The utility has invested more than \$2 billion in improvements to its water and sewer systems, allowing JEA to reduce its discharge of nitrogen to the river by approximately 50%. Additionally, using reclaimed water for irrigation also reduces the demand on the potable water supply taken from the Floridan aquifer. Toward that end, JEA operates 227 miles of reclaimed water lines to distribute reclaimed water to thousands of area irrigation water customers, to include many of Northeast Florida's beautiful parks and golf courses.



JEA's Environmental Commitment

Striking a balance between providing reliable electric, water and sewer services and ensuring that the environment is protected and preserved is at the very core of JEA's business.

JEA remains committed to full compliance with all applicable environmental laws and regulations. The utility works daily to ensure full compliance with environmental laws and regulations and is dedicated to continually improving the environmental performance of their facilities and operations.

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Proactively, JEA's commitment to sustainability is best illustrated through continuous improvements in its core operations. JEA works to promote water conservation while expanding the use of reclaimed water, further protecting and preserving the Floridan aquifer and related systems. The utility works to improve the health of the St. Johns River through ongoing upgrades to its wastewater treatment facilities. JEA is also keen to promote energy conservation and demand side management, expand its renewable energy program, while incorporating initiatives that reduce air emissions from JEA owned and operated electric generating facilities

Corporate Headquarters

Construction has begun on a new corporate headquarters building for JEA, which will replace its current Downtown Jacksonville headquarters at 21 West Church Street. The new campus will remain in Jacksonville's urban core at 225 Pearl Street North, corner of Adams and Pearl streets.



The new headquarters will provide JEA with updated facilities to serve its customers and the community, today and for decades to come. It will also allow JEA to attract and retain an engaged workforce and be a catalyst for continued growth.

POSITION:

Reporting to the Chief External Affairs Officer, JEA's **Vice President, Communications** will be charged with leading a team of 15+ professionals in the delivery of all real time communications as well as the design and execution of the utility's internal and external communications strategies. The successful candidate will lead all initiatives within the utility relating to communications – visual, print, and social media; employee information; crisis communications; advertising; branding – providing a meaningful source of information for employees and community members alike. He/she will build a team known for excellence in its ability to engage various audiences “where they are”, creating a platform for innovative approaches to sharing information through a variety of media vehicles.

Reporting directly to the Vice President, Communications:

- Director, Customer and Community Engagement;
- Manager, Media Relations.

The impact of the JEA Communications team will be felt throughout JEA's service territory, driving positive improvements in quality of life through informative, crisp, and thoughtful messaging.

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From a granular perspective, the Vice President, Communications will maintain ultimate responsibility for all internal and external JEA information sharing. Key to his/her success will be the ability to build a high-functioning, forward-looking team, able to envision the future and the commensurate outcomes of various communications challenges and strategies. Essential to this process will be the rebuilding of trust within the Jacksonville community, to include all JEA customers and local media.

Vital local external relationships include the Mayor's office, City Council, all local media, and the JEA Board of Directors. Important internal relationships include JEA's CEO, Chief Customer Officer, Chief External Affairs Officer, Chief Human Resources Officer, Chief Strategy Officer, Chief Financial Officer, Chief Operating Officer, the Vice Presidents of both Regulatory and Environmental Affairs, as well as various team members within each organization.

In detail, the successful candidate will:

- Provide leadership for the consistent and effective brand management of JEA by defining the vision and strategy to develop and implement a cohesive communications program that advances the reputation of JEA as a brand leader as well as an employer of choice;
- Integrate and align JEA programs and messaging with targeted marketing, media strategy, branding, and reputation management;
- Master and stay apprised of JEA's current service offerings, expanding market areas, and economic growth programs to incorporate into communications appropriately;
- Work proactively within JEA to effectively manage and shape communication programs, either directly, or indirectly through an extended media and communications team;
- Engage in executive level decision making, advising the CEO, Chief External Affairs Officer, and other JEA executives on matters pertaining to the information needs of JEA employees and the community. Provide clear lines of sight to the leadership team around developing issues and challenges;
- Establish strategic working relationships and collaborations within the community, JEA Board of Directors, City Officials, JEA management and other key stakeholders;
- Proactively partner and engage with all media formats and channels, providing the community visibility around all JEA issues and initiatives;
- In concert with community influencers, craft communications channels and strategies that inform and improve the JEA customer experience;
- Serve as a designated point person in all aspects of communications to ensure message consistency, clarity, and accuracy;
- Exhibit exceptional executive presence, business acumen, and presentation skills.

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It will be incumbent upon the Vice President, Communications to lead with candor and transparency, delivering internal and external messaging in a bold, compassionate, and timely manner. Leading with both grit and finesse, he/she will build a high functioning team that is passionate in its focus to serve and inform JEA's employees and 1+ million customer base.

Core Competencies:

- **Integrity and Trust** - Is widely trusted; keeps confidences; admits mistakes; does not misrepresent self for personal gain; practices what they preach.
- **Creativity & Innovation** - Generates innovative solutions in work situations; tries creative and novel ways to deal with work problems and opportunities.
- **Ability to Conceptualize** - Mentally assembles multiple and divergent pieces of information into a coherent whole. This assembly of information into an integrated image takes into account a sense of history, an awareness of the present, and an ability to anticipate the requirements of the future.
- **Collaboration & Influence** - Works to achieve business goals by identifying and building strategic relationships between areas, teams, departments, units, and organizations.
- **Management Focus** - Is comfortable stepping into difficult situations, taking charge, and making things happen; can live with any attending criticism and accepts with grace any comments made by those who may have had the same opportunity but lacked the courage.
- **Managing Diversity** - Manages all kinds and classes of people equitably, without preferential treatment; has candid discussions; does not have hidden agenda; supports and acts with equal and fair treatment and opportunity for all.
- **Communication Skills** - Provides timely information people need to know to do their jobs and make accurate decisions; writes clearly and succinctly; is effective both inside and outside the organization.
- **Strategic Agility** - Can anticipate future consequences; has broad knowledge and perspective; is future-oriented; can create competitive and breakthrough strategies and plans.
- **Problem Solving** - Uses rigorous logic and methods to solve difficult problems with effective solutions; can see hidden problems; looks beyond the obvious and does not stop at the first answers.
- **Political Savvy** - Can maneuver through complex political situations effectively and quietly; plans his/her approach accordingly; works to adjust to that reality.
- **Process Management** - Understands processes and knows how to get things done and organize people; is comfortable with autonomous practices, processes and procedures.

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Eighteen (18) month success will be defined by the candidate's progress in the following three areas:

1. JEA's return to the J.D. Power Communications and Customer Satisfaction **top quartile;**
2. Will have gelled with the extended leadership team in an integrated, collegial, and cross-functional manner. In parallel, energized internal communications rollouts and initiatives in such a way that informs, strengthens trust, and supports JEA's mission of building community for all JEA employees:
3. Earned the trust of the media through proactive relationship building and open communication. Will have demonstrated executive agility in his/her ability to anticipate the information curve, positioning the JEA communications team as the media's first call for fact-based information on all JEA topics.

QUALIFICATIONS:

JEA's Vice President, Communications will be an accomplished and approachable leader, possessing an impressive track record of effecting positive change through disciplined and engaging communications strategies. He/she will have a reputation for integrity, bringing to the challenge astute business and commercial sensibilities as well as a collaborative enthusiasm toward partnering to create the greater good.

It is contemplated that the successful candidate will possess ten (10) years of progressively responsible experience in the communications field, within an electric utility, professional services firm, or other commercial endeavor that engages the retail customer. Demonstrated success influencing positive outcomes is a must, as is experience leading through turnaround situations and industry change. It is important that candidates have led communications initiatives in city-based situations that require multi-faceted approaches and solutions.

An undergraduate degree in Journalism, Communications, Public Relations, or related field of study is a must; a graduate degree is strongly desired.

SENIOR MANAGEMENT:



Jay Stowe
Managing Director and Chief Executive Officer

Jay Stowe was named JEA's Managing Director and Chief Executive Officer in November 2020. In his role, he oversees Florida's largest community-owned water, wastewater and electric utility, which employs approximately 2,000 team members and serves more than one million residents and businesses across Northeast Florida.

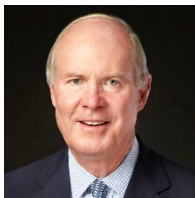
For more than 25 years in the not-for-profit utility sector, Mr. Stowe has held executive leadership positions and supported groups including: operations, finance, engineering, administration, human resources, and customer experience. Mr. Stowe is a visionary who focuses on elevating employee



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satisfaction, customer satisfaction, community engagement and economic development – which he believes is critical to JEA’s ability to best serve its customers and community.

Prior to joining JEA, Mr. Stowe was CEO of Stowe Utility Group in Chattanooga, Tennessee, where he provided consulting services in support of utility operations, business and functional needs to community-owned utilities across the Southeast and Midwest. He served in senior vice president roles over distributed energy resources and operations for the Tennessee Valley Authority (TVA), developing renewable energy, energy efficiency and electrification initiatives. Prior to TVA, he spent more than a decade at Huntsville (Ala.) Utilities, where he served as VP of Operations and COO before becoming President and CEO. Under Mr. Stowe’s leadership, Huntsville Utilities grew to become the 15th largest public gas system in the country, the 20th largest public electric system in the country and one of the largest water systems in the Southeast. Earlier, he served as Utilities Director in Shelby, N.C. and Public Works and Utilities Director in Newton, N.C. He started his career working for private engineering firms in the Carolinas and Ohio. Mr. Stowe earned a bachelor’s degree in civil engineering from North Carolina State University.



John Baker
Chair, Board of Directors

Mr. Baker is currently Executive Chairman and Chief Executive Officer of FRP Holdings, Inc. (successor to Patriot Transportation Holding, Inc.), a real estate company located in Jacksonville, Florida. From February 2008 until October 2010, he served as the President and Chief Executive Officer of Patriot. Before joining Patriot, Mr. Baker was President and Chief Executive Officer of Florida Rock Industries, Inc.

Mr. Baker received a B.A. from Princeton University, and graduated with honors from the University of Florida School of Law. Mr. Baker is a director of Blue Water Industries Holdings, LLC and a senior advisor for Brinkmere Capital Partners, LLC, a private equity firm.

Mr. Baker is a former member of the of the Board of Directors of Wells Fargo & Company, Jacksonville Port Authority, Progress Energy, Vulcan Materials and Hughes Supply. Mr. Baker maintains leadership roles in several community educational organizations including Tiger Academy, KIPP School Jacksonville, Edward Waters College and the YMCA of Florida’s First Coast.

■ ABOUT ZRG PARTNERS

For more than 20 years, ZRG’s data-driven approach to executive and professional search has been changing the way clients think about how to find top talent. Today, ZRG is one of the fastest-growing firms in the search industry and provides a full suite of executive, middle management, project, and interim search solutions globally through its offices in North America, Europe, South America, Asia, and Middle East/North Africa. It’s time to stop searching and start building with ZRG.



POSITION DESCRIPTION



LESLIE SHARP
Managing Director
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Leslie joined ZRG Partners in January 2016, after serving six (6) years as Utility Practice Leader for Preng & Associates. Leslie began her search career in 2000 with SpencerStuart, later joining Korn/Ferry's Industrial Practice.

Before entering the executive search profession, Leslie worked in various capacities within energy-focused corporations and consulting firms. Hands-on utility work includes marketing and engineering responsibilities with Columbia Gas of New York (now New York State Electric & Gas/Avangrid) as well as managing the customer group for the California Power Exchange. Leslie also served as a Principal Consultant with PricewaterhouseCoopers' energy practice in Houston. Leslie's executive search practice, supported by her direct industry work experience, focuses on guiding her clients through the process of recruiting top executive talent for their organizations. Candidate cultural fit and leadership sustainability attributes are woven into the candidate assessment process. Leslie's goal with each search is to develop a diverse slate of qualified, recruitable candidates, poised to make a long-term impact within her client organizations. Leslie Sharp holds a BS Civil Engineering degree from the University of Toledo, Toledo, Ohio.



Peter T. Metzger
Managing Director, Senior Advisor
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Pete Metzger is a Senior Advisor and Managing Director with ZRG Partners. He is internationally recognized as a leader in the executive search and talent advisory sector, having served for over two decades in the industry. He previously served as the Vice Chairman of two of the largest search firms in the world.

Leadership is a distinguishing factor in Pete's career. He previously served as a US Marine Officer, leading Marines in combat and serving as the Commander of the Landing Force (Special Operations) of the US Sixth Fleet. He was personally decorated for valor on three occasions. He further served as a foreign intelligence officer in the CIA and as the Marine Military Aide to the President of the United States.

Pete is well-known as a trusted advisor to business and government leaders and has provided leadership solutions across a wide range of industries including the pharmaceutical, industrial, and financial sectors, as well as not-for-profit/trade association organizations.



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As a search professional, he has led some of the most complex and challenging, high-visibility executive searches for Board directors, C-Level leaders, not-for-profit/trade association CEOs, government affairs/lobbying, and cyber and security leadership for both established and emerging businesses around the world. He has successfully led searches in the US, Latin America, Asia, Europe, and the Middle East.

He maintains close personal ties with the most senior leaders in both business and government as well as the nation's premier law enforcement and intelligence services. He is the only professional search consultant in the country with a current/active US Government Top Secret Clearance.

He is an outside director on the boards of NTT Data Federal Systems, Klas Telecomm Government, ClearForce, and Asero Worldwide.

Pete received his BA in International Relations from the University of Colorado. He also completed studies at US Department of State Foreign Service Institute in Latin American Studies/Spanish and The Inter-American Defense College in Latin American Political-Military relations/Economics.



JASON KROON
Managing Consultant, ProSearch Division
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Jason Kroon serves as a Managing Consultant within the Professional Search division for ZRG Partners, a global "super boutique" executive search firm. Jason joined ZRG Partners in 2016. He possesses over thirteen years of professional search experience. Jason has a strong, highly attuned understanding of the client's talent needs and implements best practices to find the right solution.

He has executed mid and senior-level searches across multiple functional areas, including accounting, finance, engineering, operations, sales, and marketing.

Jason's clients span North America and include small start-up companies and top tier companies in the industrial and consumer sectors.

Prior to joining ZRG Partners, Jason served as the Managing Director for a boutique energy-specific recruitment firm. He also assisted on C-level search work for the executive search parent company.

Jason earned a BS in Management from the University of Nebraska – Lincoln.

He is an avid Cornhusker fan and enjoys spending time with his wife and twin boys. He is also serving on the Committeemen's Committee within the Houston Livestock Show & Rodeo.



POSITION DESCRIPTION

■ JEA IN THE NEWS:

Jul. 14, 2021

[JEA Announces Key Leadership Team Hires with New COO and VP of Financial Services](#)

Jun. 15, 2021

[JEA Names Theodore B. Phillips Chief Financial Officer](#)

Mar. 11, 2021

[JEA Receives First Place Safety Award from Florida Municipal Electric Association](#)

Feb. 17, 2021

[JEA Announces New Leadership Team](#)

Nov. 2, 2020

[JEA Selects Jay Stowe to be Managing Director and CEO](#)

Oct. 23, 2020

[JEA Recognizes Local Agency Partners for Their Work in the Community](#)