

WEST RIVER ELECTRIC ASSOCIATION, INC.
WALL, SOUTH DAKOTA

POSITION DESCRIPTION

CEO/GENERAL MANAGER

I. OBJECTIVE

- A. To plan, organize, direct, coordinate and control all West River's human, financial and technical resources to provide for an efficient and effective organization.
- B. To provide advice and assistance to the Board of Directors that will enable them to make sound business decisions.

II. REPORTING RELATIONSHIPS

- A. Reports to: Board of Directors
- B. Directs: CFO/Manager of Finance, Manager of Operations, Manager of Member Services and Manager of Communication and Public Relations

III. RESPONSIBILITIES AND AUTHORITIES

- A. Planning and Controls:
 - 1. Develops organizational work-plan and budget and submits to Board for approval.
 - 2. With the Board of Directors, develops viewpoints, objectives and policies and reviews to determine if any revisions are needed.
 - 3. With the Board of Directors, develops long range strategic plan.
 - 4. Ensures that WREA maintains a strong culture of safety by continuing an active safety program in which all employees are properly trained in the importance of safety and to recognize hazards.
- B. Organization:
 - 1. Develops organization structure of West River.
 - 2. Ensures that position descriptions are prepared and maintained for all positions.
 - 3. Develops wage and salary program and submits to WREA Board for approval.
 - 4. Determines wage and salary adjustments with approved wage and salary plan and policy.
 - 5. Directs interviews, makes final selections, appoints and terminates WREA personnel.
 - 6. Appraises periodically the performance of staff and counsels with them to assist in developing and improving.
 - 7. Reviews performance appraisals by staff of personnel reporting to them.
 - 8. Sees that all personnel are trained in accordance with the requirements of the position.
 - 9. Develops, generates and maintains team spirit and enthusiasm throughout WREA by appropriate delegations, recognition of

accomplishments, coaching and counseling, performance appraisals and by assignments according to merit, ability and interest.

10. Ensures a system of internal controls is developed, that its results are evaluated and that needed corrective action is taken.
11. Responsible for the planning of the election of the Board of Directors and ensuring the annual meeting is carried out in accordance with the bylaws.

C. Operations:

1. Establishes a course of action for the cooperative through consultation with the Board and staff, reviews, studies, forecasts and budgets, develops strategies and operational policies to achieve established objectives.
2. Ensures progress towards objectives by establishing a system that allows staff members to discuss problems, attitudes and needs.
3. Reviews current programs and compares performance with plans and standards.
4. Consults and advises the Board on matters pertaining policies, plans, programs, the need for facilities, financing, operating requirements as required.
5. Keeps Board fully informed of the end results of the operations.
6. Carries out approved policies, plans and programs and seeks advice and obtains necessary approval.
7. Represents WREA at Rushmore, Basin and other affiliated organizations.
8. Administers contracts.
9. Maintains knowledge of federal, state, RUS and CFC regulations and requirements.
10. Serves as the primary cooperative spokesperson/contact with the media on matters involving the cooperative.
11. Assists the Board of directors with the selection of legal counsel.
12. Monitors rates and other issues which impact the cooperative's financial condition.
13. Directs cooperative member and public relations activities to ensure the annual report, monthly newsletter, press releases, advertising and social media meet the cooperatives goals and objectives.
14. Promotes economic development and an improved quality of life for all WREA members.
15. Represents WREA on SDREA, Rushmore, and Basin manager associations.
16. Helps develop agenda for Board meeting, provides relevant information for meetings, informs Board of educational opportunities, and ensures the Board meetings are conducted in an efficient and professional manner.
17. Be actively involved and knowledgeable on state and federal legislation affecting the coop and its members.

IV. EXTERNAL RELATIONSHIPS

- A. Members: Develops an organization to meet their needs. Responds to questions and provides full information.
- B. Rushmore Electric and Basin: Participates in all meetings and appropriate committees to be at the forefront of power supply issues.
- C. Black Hills Energy: Meets to discuss territories, boundaries, trades and matters of mutual concern.
- D. Elevate Rapid City: Participates and serves on appropriate committees and related activities.
- E. Wall Chamber of Commerce and Wall Economic Development: Participates and promotes community development and related activities.
- F. RUS, CFC and CoBank: Maintains good working relationship.
- G. NRECA and Touchstone: Provides support and exchanges ideas, information and points of view.
- H. SDREA: Provides support and exchanges ideas, information and points of view.
- I. IBEW: Responsible for negotiating union contract.
- J. Attorney, Auditors and Engineers: Maintains good relationships and provides information as needed.
- K. Community Organizations: Participates in and encourages Staff and employees to be involved to enrich the cooperatives appearance in the community.

V. EDUCATION

Position requires a minimum of a bachelor's degree in engineering, management, business, finance or other related field.

VI. EXPERIENCE

A minimum of seven to ten (7-10) years of direct electric utility experience in progressively responsible positions, with a minimum of 3 years supervisory experience at the senior management level. Senior management experience should include management of professional, technical and administrative employees.

VII. JOB KNOWLEDGE

Must understand the relationship between a Board of Directors and the CEO/General Manager, and between the Cooperative and its member-owners. Must have a good knowledge of safety practices to promote a strong culture of safety. Must have an understanding of electrical distribution system, and substation and transmission system design and operation. Must have excellent communication skills, proven leadership ability and a strong commitment to teamwork and the cooperative principles. Should have a good knowledge of management principles, including planning and organization, budgeting, and supervision. Should have a good understanding of the Cooperative's policies, procedures and rates. Should have a knowledge of employment law, marketing, and accounting. Must be familiar with legal and political utility issues on both the state and national level.

VIII. ABILITIES AND SKILLS

Must be able to perform all required duties to complete tasks as described in the position description. This includes:

- A. Should have demonstrated ability in the application of management techniques to produce the fullest utilization of all resources available.
- B. Must be able to communicate effectively in a professional, courteous, and respectful manner, both orally and written, with the members, general public, Board of Directors, Staff and Employees.
- C. Must be able to adapt to a work environment which requires the knowledge to learn and implement new technology.
- D. Must be able to delegate effectively and measure results in order to provide continuous monitoring and feedback.
- E. Must be able to manage time effectively and determine priorities appropriately.
- F. Must maintain a high level of confidentiality.
- G. Must have the ability to handle occasional high-pressure situations.
- H. Must possess and maintain a valid South Dakota driver's license and have an insurable driving record.
- I. Must maintain CPR and First Aid certification.

IX. JOB ESSENTIALS/PHYSICAL DEMANDS

See attached listing.

X. OTHER REQUIREMENTS

- A. Position is required to reside within 20 minutes of the Wall Headquarters office.
- B. Position requires regular and reliable attendance at the reporting office.
- C. Position requires travel and occasional overnight travel to attend meetings, seminars, etc.
- D. Work is regularly scheduled Monday-Friday, although weekends, irregular hours, nights, and holidays may be required.
- E. Position requires working at the Cooperative's Annual Meeting, Rapid City Appreciation Day and any other events required by the Board of Directors.

Fair Labor Standards Act Provisions:

This position is exempt under the provisions of the Fair Labor Standards Act and is not subject to the Cooperative's policies and procedures pertaining to overtime hours and premium pay.

Adopted: 2/20/2009

Revised: 3/21/2011

Revised: 9/18/2017

Revised: 10/21/2020

Revised: 4/15/2024