



## Vice President, Member Solutions & Communications

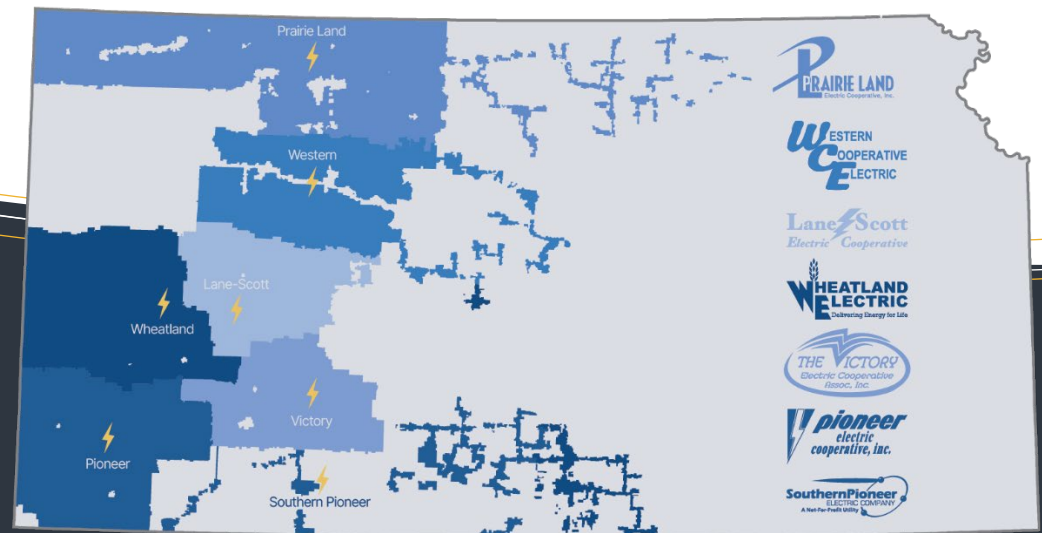
### MISSION and VISION

Sunflower's primary **MISSION** is to build a stronger, brighter future by providing member-driven and world-class service.

Our **VISION** is Empowering Employees, Powering Members

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# Vice President, Member Solutions & Communications

REPORTS TO THE CHIEF EXECUTIVE OFFICER AND SUPERVISES THE EXTERNAL AFFAIRS, MEMBER SOLUTIONS,  
AND COMMUNICATIONS TEAMS

The Vice President is responsible to lead the development and execution of Sunflower's public image, fostering relationships with key stakeholders and ensuring effective communication with Member distribution cooperatives, regulators, and the public.

Sunflower seeks candidates with exceptional oral and written communication skills and with a passion for serving people and communities. The Vice President will oversee the following essential responsibilities in addition to performing as a key executive team member affecting the strategic direction and accomplishments of the organization.

- **PUBLIC AND MEDIA RELATIONS**
- **CRISIS MANAGEMENT AND ISSUES ADVOCACY**
- **INTERNAL AND EXTERNAL STAKEHOLDER COMMUNICATION**
- **BRAND AND REPUTATION MANAGEMENT**
- **ECONOMIC DEVELOPMENT**
- **PERFORMANCE MEASUREMENT AND REPORTING**
- **SAFETY COMMUNICATIONS AND CULTURE**
- **LEADERSHIP COMMITMENT TO CULTURE AND CORE VALUES DEVELOPMENT**

## RECRUITMENT TIMELINE

- January 13 - Resume submittals due
- February 5-6 - Likely date for virtual semifinalist interviews
- February 26-27 - Likely finalist interview dates in Hays, Kansas
- March/April - Successful candidate begins employment



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# Additional Information

As the Vice President of Member Solutions and Communications, you will have the opportunity to shape and execute communication strategies that impact Sunflower's member distribution cooperatives and their service territories. In this role, you'll be responsible for building and maintaining strong relationships with key stakeholders, ensuring effective communication, and leveraging grassroots efforts to engage communities in support of providing reliable, affordable power to Western Kansas. You will work closely with your team to connect with government agencies, industry groups, large customers, and utility peers, helping to drive the organization's strategic direction and overall performance.

Sunflower seeks a candidate with a strong commitment to continuous improvement, accountability, and workforce development. You'll play a key role in evolving Sunflower's internal communications and corporate branding initiatives while also working alongside your team to drive economic development efforts that support load growth and provide benefits to both local communities and Sunflower's customer base. In this role, you will be an advocate for Sunflower's members, actively monitoring and influencing policies related to power plant resources, electric transmission, and both state and federal regulations. You'll also take the lead in crisis management, serving as the primary media contact during crises and ensuring that accurate and timely information is shared proactively with Sunflower's members, the public, and key stakeholders.

Your leadership will empower Sunflower employees to engage with Sunflower and member communities through outreach programs and initiatives, strengthening Sunflower's reputation as a trusted generation and transmission partner.

### Qualifications:

- Bachelor's degree in communications, public relations, business administration, or a related field.
- 10+ years of experience in economic development, communications, or a related field, ideally within the utility or energy sector.
- Strong understanding of public policy, regulatory issues, and stakeholder engagement.
- Excellent leadership and communication skills, with experience in crisis management and community relations.
- Proficiency in digital communications and social media.

### Questions Or To Apply

Contact Joyce Gallo, Senior Recruiter, Mycoff Fry Partners LLC

(800) 525-9082 - [jgallo@mfpllc.us](mailto:jgallo@mfpllc.us)

