

COMMUNICATIONS

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When you hear the words “Water Industry” what comes to mind? Maybe you think of water technicians who repair equipment to ensure the water quality is meeting the standards. Or perhaps you think of water engineers who work on the design and planning of water-related infrastructures. The truth is that like any industry and business, there are people in every area and department who work together to ensure their customers are taken care of.

In today’s blog, we will be covering the role that Communications plays in Pennichuck’s mission.

The Communications at Pennichuck is where I work as a Corporate Communications Specialist. In this role, I create content for our Facebook and LinkedIn pages. The creation of this content includes making up visual graphics in still and video format, writing and designing newsletters for our website, writing captions, and coming up with ideas for new posts, blogs, and LinkedIn articles.

Through creating this content, I have been able to meet many different people throughout the different departments. It has also given me the opportunity to attend the many events we participate in to capture photos and videos.

In addition to content creation, Communications also updates and works on our website to ensure everything is up to date. We also send alerts via text, email, and phone for various situations, such as when our customers have upcoming appointments.

One of my favorite parts of my job is the ability to work as a storyteller. Whether that is in the form of telling our employees’ stories through employee spotlights on LinkedIn or sharing the history and stories of Pennichuck throughout its 172 years of operation. It’s something I will never take for granted and will continue to treasure.

I hope that after reading this blog, you have a new perspective on the number of career opportunities in the water industry. For more information on career opportunities at Pennichuck, visit our website’s career page.

www.pennichuck.com/career-opportunities

