

**Poudre Valley Rural Electric Association, Inc.**  
**Job Description**

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**POSITION:** Member Experience Administrator  
**DEPARTMENT:** Member Services  
**REPORTS TO:** Member Services Director  
**CLASSIFICATION:** Full-time (Salary, Exempt)

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**POSITION SUMMARY**

The Member Experience Administrator ensures consistent, exceptional member experience is delivered by driving service excellence, supporting frontline member services operations, and leading continuous improvement efforts across Member Services. Serving as the primary frontline escalation point, this position guides the Member Services Representatives (MSRs) in policy application and decision-making while strengthening standard work, systems, and service frameworks to improve efficiency, reduce risk, and support long-term sustainability. Additionally, this role also serves as the primary operational lead for AI and digital service enablement for the Member Services Department, identifying opportunities, leading implementation, and ensuring solutions are effectively launched, adopted, and continuously improved to enhance the member experience.

**ESSENTIAL JOB FUNCTIONS**

*Assigned with or without reasonable accommodation.*

- Oversee and coordinate daily Member Services workflow by prioritizing tasks, monitoring workload and queue coverage, and redistributing work as needed to ensure timely, accurate completion while anticipating high-volume periods, addressing bottlenecks, and aligning resources to maintain service levels.
- Partner with internal departments to ensure member service needs are met through consistency across processes.
- Serve as the primary escalation point for complex or sensitive member issues, elevating high-risk, out-of-policy, or personnel-related matters to the Member Services Director as appropriate.
- Resolve high-impact cases by applying sound judgment and consistent policy interpretation, while guiding MSRs on exception handling and complex transactions.
- Provide real-time coaching, feedback, and support to MSRs while modeling professional, clear, and empathetic communication in all member interactions to ensure consistent service delivery.
- Maintain expert knowledge of and ensure the consistent application of cooperative policies, tariffs, payment guidelines, and service procedures across all member interactions.
- Monitor and ensure adherence to cash handling requirements, documentation standards, and internal controls.
- Conduct ongoing quality assurance by proactively identifying and correcting errors or inconsistencies to ensure the accuracy, integrity, and compliance of member account records.
- Oversee key processes records such as inactive refunds, Auto Pay, ACH activity, estate packets, voided check register to ensure accuracy and timely completion.
- Ensure processes are executed in accordance with SOPs, meet audit standards, and are completed accurately and on schedule.
- Lead the full process improvement lifecycle for the Member Services function by identifying workflow inefficiencies, service gaps, and recurring issues; translating frontline insights and service data into actionable improvements; and developing and maintaining standard work, SOPs, job aids, and decision-support tools.



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- Identify opportunities to improve member experience through automation and better system utilization.
- Lead AI-enabled and digital service initiatives for Member Services by supporting the implementation, testing, launch, and adoption of new tools and solutions.
- Establish guardrails for appropriate AI use and ensure seamless handoff to human support when needed.
- Monitor performance of new tools and partner cross-functionally to refine and optimize solutions.
- Serve as a key partner to the Member Services Director, ensuring continuity of workflow, team coordination, and service standards, while maintaining seamless daily functions and appropriately escalating supervisory or high-risk decisions, and acting as back-up supervisor in the Director's absence.

**STANDARDS OF EXCELLENCE**

*These duties reflect the cooperative's mission and purpose, and they are required of all employees:*

- Work according to the safety rules and company policies as adopted by PVREA and is responsible for own safety and reports all accidents in accordance with Association policies.
- Adhere to the cybersecurity policies, procedures, and practices as adopted by PVREA and is responsible for participating in cybersecurity training and awareness exercises.
- Exhibits integrity and demonstrates ethical behavior in everyday business conduct.
- Support the strategic goals of the organization in accordance with the Association's Strategic Plan.
- Interact with all departments of the Association as well as with members, the general public, other utility personnel, governmental agencies, and equipment vendors in a kind, courteous and professional manner.
- Collaborate effectively and successfully with fellow employees to achieve department and company-wide goals and build a team-focused environment.
- Assist in the emergency restoration of facilities during storms or general outages.
- Regular and predictable attendance are essential functions of the position.
- Performs other duties within capabilities as directed by supervisors.

**JOB QUALIFICATIONS**

**Education and/or formal training needed:** Bachelor's degree in business, communications, marketing, information systems, or related field; or equivalent combination of experience, education and training which demonstrates the ability to perform the duties and responsibilities as described are required.

**Experience needed:** Minimum of five (5) years of progressive customer service experience required. Electric utility or cooperative experience strongly preferred.

**Knowledge, skill and abilities needed:**

- Demonstrated sound judgment and discretion when handling complex, sensitive, or high-risk situations.
- Strong understanding of member service operations, policy interpretation, and principles of delivering consistent, high-quality member experience.
- Ability to analyze service data, identify trends, and translate insights into practical, actionable improvements.
- Excellent communication and collaboration skills, with the ability to work effectively across teams and influence outcomes.



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- Experience with CRM systems, knowledge management platforms, and service analytics tools; familiarity with NISC iVUE is a plus or ability to learn quickly.
- Proven commitment to exceptional member service, with a proactive, solution-oriented mindset and a continuous focus on improving service delivery and outcomes.
- Experience managing escalations, applying policies consistently, and resolving complex service issues.
- Strong background in process improvement, workflow optimization, and operational standardization.
- Familiarity with digital tools, automation, and AI-enabled service solutions, with the ability to support adoption and effective use.
- Experience coaching, guiding, or supporting frontline staff to strengthen performance and ensure service consistency.

**Drug/Alcohol:** A drug/alcohol test is administered to all job offer recipients, as well as a background check.

**Mental Demands:** They must be able to work well with the public, Association members, and other Association employees. They need to be able to remember what was done and schedule and prioritize future work, stay alert even when the work is repetitious, and work well with detail. They must be able to learn new procedures and equipment and demonstrate flexibility in all areas. The job may occasionally require ingenuity, problem solving, analytic ability, auditory discrimination, writing ability and imagination. This job can be stressful at times; however, composure must be always maintained with members and co-workers.

**Physical Demands:** Employee must be capable of performing the Essential Job Functions of the position with or without reasonable accommodation:

- Fifteen percent of the time each day is spent walking, 5% standing, and 80% sitting.
- Lifting or carrying approximately 20 pounds is done frequently when handling documents.
- On occasion it is necessary to push and pull approximately 10 pounds when opening and closing file drawers.
- Reaching is done frequently when filing, answering phones, and getting papers, books or printouts from overhead shelves or drawers.
- Arm, hand and finger dexterity is needed to operate keyboards and write.
- Talking and hearing normal conversation is done constantly when communicating on the phone or in person.
- Visual dexterity is necessary when looking from print to screen.

**MATERIALS AND EQUIPMENT USED**

General office equipment, including but not limited to calculator, personal computer, telephone, copy machine and all general office equipment.

**WORKING CONDITIONS**

The work environment is a comfortable office environment. There is adequate lighting, heating, cooling etc. The noise level is estimated to be 50-90 decibels.

**COMPENSATION**

The starting annual salary range for this position is \$83,500 – \$87,500 (DOQ)

*Actual compensation offered to the candidate may vary outside of the posted hiring rate based upon work experience, education, and/or skill level.*



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**BENEFITS**

- Medical, prescription and dental insurance with 100% employer paid premiums
- Health Savings Account
- Defined benefit pension plan
- 401(k) plan
- Life insurance
- Paid holidays, vacation, and sick leave
- Wellness programs
- Tuition reimbursement
- Employee assistance program

**NOTE:** This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.