



**Holland Board of Public Works** PRESENTS

A large yellow hard hat graphic with the word 'UTILITY' in bold black letters across its front.

# **UTILITY CAREER FIELDS**

**Energy • Water • Fiber Optics • Business**



Use this guide to learn about fulfilling opportunities in the utility industry  
through the lens of career clusters and interests.

## Holland BPW Careers

Using the Career Clusters framework, this guide book categorizes over 100 roles found at Holland BPW. Explore utility career paths that might match your interests. Learn what knowledge and skills are needed in roles that you find interesting.

## What are Career Clusters?

There are 16 Career Clusters in the National Career Clusters Framework, representing many different Career Pathways that help learners navigate their way to greater success in college and future careers. Career clusters help learners discover their interests and passions, and empower them to choose educational pathways that can lead to success in school and their career. For more information on Career Clusters, or to take a look at the complete list of the clusters, visit [careertech.org/career-clusters](http://careertech.org/career-clusters).

## Why work in utilities?

Careers in utilities are meaningful and rewarding.

We provide the very basic needs that our community relies on every day. We light the way through town, deliver fresh drinking water, reclaim water and preserve the environment. We even connect family, friends, and businesses. If you desire a greater purpose, utilities allow you to serve your community while earning an attractive income with great benefits.

**LOCAL. RELIABLE. EFFICIENT. ESSENTIAL.**



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# Interests

Career interests are your individual preferences for work environments and types of work. The following six interest categories utilize O\*NET OnLine's categories, which allows you to match your interests, knowledge and skills with career paths. To learn more about your interests, take the Interest Profile quiz at [mynextmove.org/explore/ip](https://mynextmove.org/explore/ip).

Once you have determined your interests, then you can start to find careers that fit those interests. Throughout this booklet you'll find Holland BPW careers with a few general interest categories that might match yours. While some interests are more common in specific roles, every role can benefit from a variety of interests. Each combination of these interests provides unique perspectives and capabilities to any career. To learn more, visit [onetonline.org](https://onetonline.org).

## Artistic

**Artistic work** involves creating original visual artwork, performances, written works, food, or music for a variety of media, or applying artistic principles to the design of various objects and materials. Artistic occupations are often associated with visual arts, applied arts and design, performing arts, music, creative writing, media, or culinary art.

## Conventional

**Conventional work** involves following procedures and regulations to organize information or data, typically in a business setting. Conventional occupations are often associated with office work, accounting, mathematics/statistics, information technology, finance, or human resources.



## Enterprising

**Enterprising work** involves managing, negotiating, marketing, or selling, typically in a business setting, or leading or advising people in political and legal situations. Enterprising occupations are often associated with business initiatives, sales, marketing/advertising, finance, management/administration, professional advising, public speaking, politics, or law.

## Investigative

**Investigative work** involves studying and researching non-living objects, living organisms, disease or other forms of impairment, or human behavior. Investigative occupations are often associated with physical, life, medical, or social sciences, and can be found in the fields of humanities, mathematics/statistics, information technology, or health care service.

## Realistic

**Realistic work** involves designing, building, or repairing of equipment, materials, or structures, engaging in physical activity, or working outdoors. Realistic occupations are often associated with engineering, mechanics and electronics, construction, woodworking, transportation, machine operation, agriculture, animal services, physical or manual labor, athletics, or protective services.

## Social

**Social work** involves helping, teaching, advising, assisting, or providing service to others. Social occupations are often associated with social, health care, personal service, teaching/education, or religious activities.





# CAREERS IN WATER



Holland BPW offers many fulfilling careers related to water. People who work at the Water Treatment Plant are dedicated to treating our water supply from Lake Michigan, ensuring safe drinking water for our community. At the Water Reclamation Facility, we protect our water supply and the environment by treating wastewater so it can safely re-enter the water cycle.

The National Career Cluster most related to Careers in Water is the **Agriculture, Food, and Natural Resources Cluster**. A job in this field involves processing, developing, and maintaining the resources around us. People who enjoy being outdoors, and interacting with the environment often like these jobs. For more information on this Cluster, visit [careertech.org/career-clusters](http://careertech.org/career-clusters).

## Learn More About Fields Related to Water

Environment and Conservation - Pg 7

Science and Engineering - Pg 8

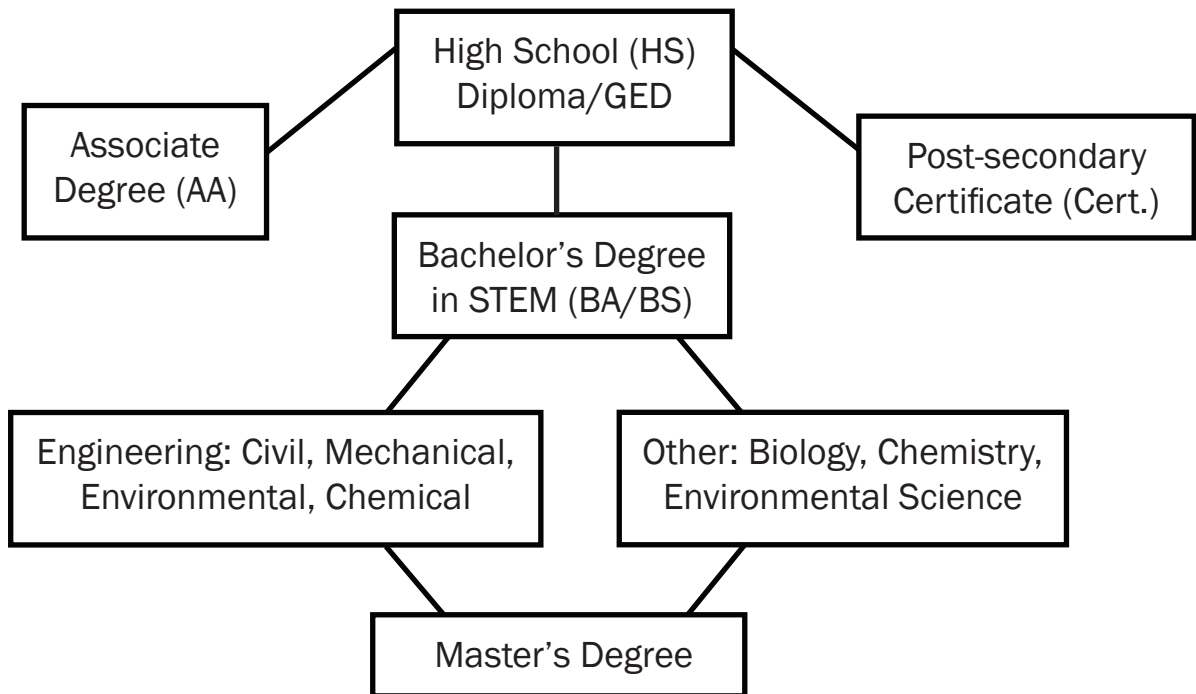
Skilled Trades - Pg 10

## A Career in Water May Align with These Interests



## Common Education Paths

Holland BPW values education as well as experience in our hiring process. Most job positions require a mix of experience and education, and many positions offer on-the-job training and opportunities for educational reimbursement. The career paths listed below are examples that current Holland BPW employees have taken. These example paths are meant to be a guide. If you are interested in furthering your education and would like to work in this career field, take a look at where you should start and what your next step(s) could look like.



Additional certifications may be required depending on specific job requirements.



# ENVIRONMENT AND CONSERVATION

Occupations dedicated to water conservation & environmental studies protect natural resources and allow communities to thrive. Interest in environmental processes as well as a passion for helping the global community combine to contribute to this ever-changing field.

## Skills



Love of Learning



Complex Problem Solving



Attention to Detail



Scientific Research



Critical Thinking

## Knowledge

Laws and Regulation

Math and Science

Engineering and Technology

Geographic Information Systems

Roles at Holland BPW in this field include Water/Wastewater Engineers, Pollution Control Technicians, Environmental Compliance Supervisor, and more.

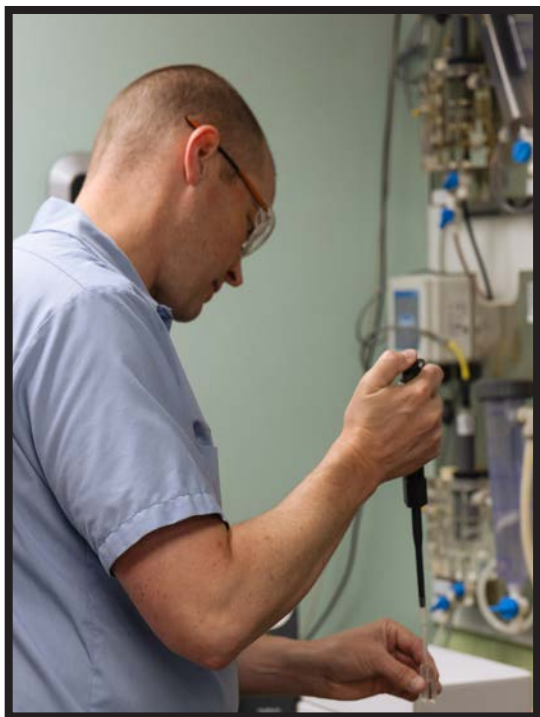
**Did you know?** A career in water offers the opportunity to deliver, clean, and renew our world's most essential resource.

**How do I begin?**

☐ AA

☐ BA/BS





# SCIENCE AND ENGINEERING

Careers in water are full of opportunities to work in science and engineering. Holland BPW has engineers who plan and design the infrastructure of the sewer system as well as scientists and chemists who are dedicated to treating and protecting the water we use every day.

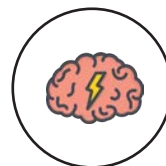
## Skills



Monitoring



Complex  
Problem Solving



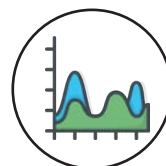
Reasoning



Writing



Critical  
Thinking



Systems  
Analysis

Roles at Holland BPW in this field include GIS Specialist, Civil Engineer, Process Engineer, and more.

## Knowledge

Building and Construction

Communication

Mechanical Aptitude

Safety

“A career in water resources is rewarding because the work we do is essential to life. As a utility, we use this resource responsibly so that our community can thrive.”

–Nate Johnson, Water Treatment Plant Superintendent

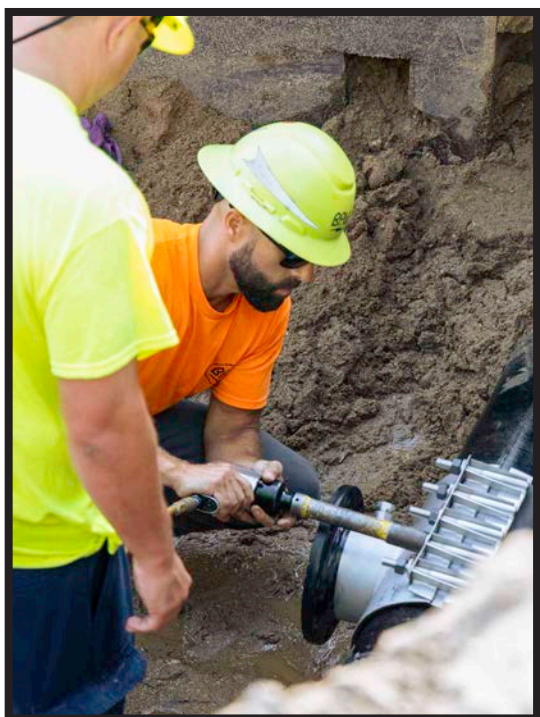
How do I begin?

☐ BA/BS









# SKILLED TRADES

Holland BPW has fortuitous career opportunities that do not require a Bachelor's degree. Utility workers make an impact on the community every day by keeping essential services running. There are many benefits to pursuing skilled trades for people who enjoy working with their hands or being outside. Trades often offer on-the-job training and more affordable education costs.

## Skills

### Knowledge

Building and Construction

Mechanical Aptitude

Pipe fitting and Plumbing

Safety



Working  
with Hands



Complex  
Problem Solving



Attention to  
Detail



Trouble  
Shooting



Collaboration

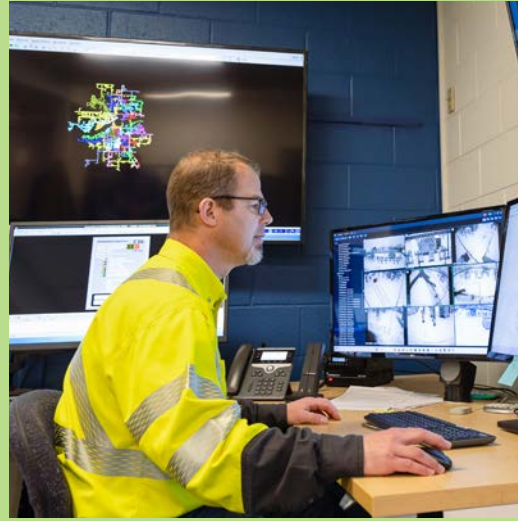
Roles at Holland BPW in this field include Water Plant Operators, Wastewater Treatment Plant Operators, Service Technicians, Field Technicians, and more.

**Did you know?** Water crews are made up of technicians who maintain, install, and repair the pipes in the ground. Plant Operators maintain and run the processes at the Water Treatment Plant and the Water Reclamation Facility.

**How do I begin?**

☐ Cert.

# CAREERS IN ENERGY



Holland Board of Public Works provides affordable, reliable, and innovative public power solutions to the greater Holland area. Our electricity comes from a diverse portfolio of locally generated and externally purchased electric generation from a variety of sources including natural gas and other renewable sources. Careers in Energy not only generate power, but also efficiently distribute electricity to your home or business.

The National Career Cluster most related to Careers in Energy is the **STEM Cluster**. This cluster involves planning, managing, and solving problems through research and design. Jobs may be related to one or more of the following categories: science, technology, engineering, and math. For more information on this Cluster, visit [careertech.org/career-clusters](http://careertech.org/career-clusters).

## Learn More About Fields Related to Energy

Environment and Conservation - Pg 13

Engineering - Pg 15

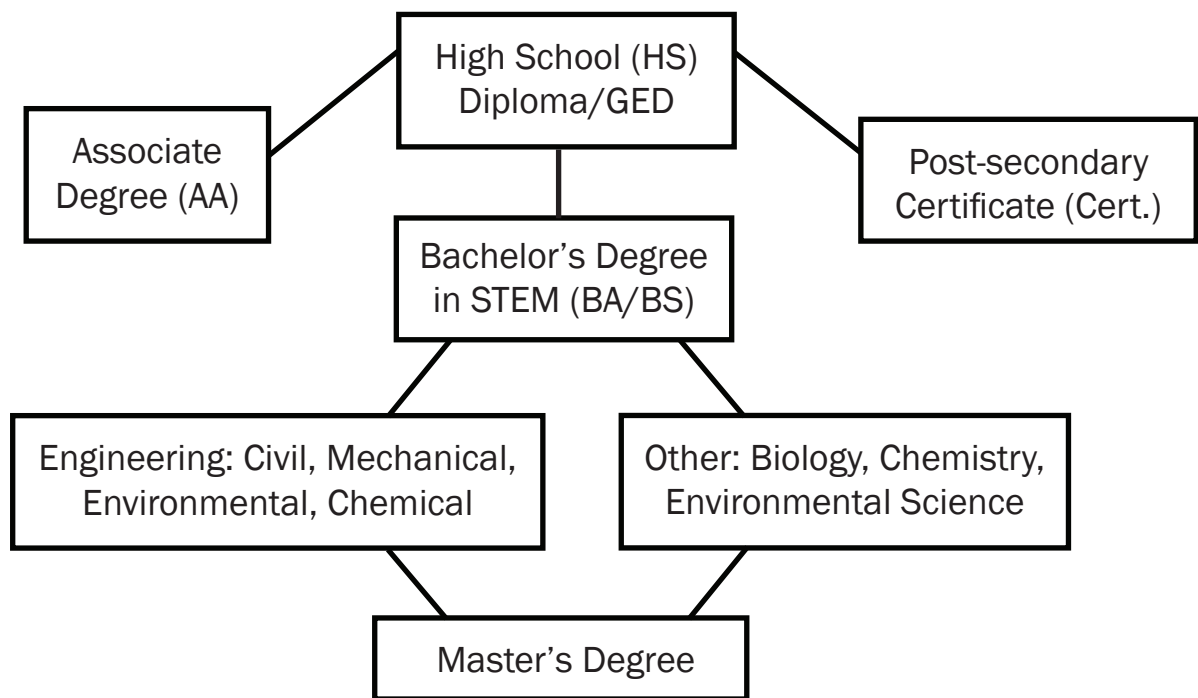
Skilled Trades - Pg 16

## A Career in Energy May Align with These Interests



## Common Education Paths

Holland BPW values education as well as experience in our hiring process. Most job positions require a mix of experience and education, and many positions offer on-the-job training and opportunities for educational reimbursement. The career paths listed below are examples that current Holland BPW employees have taken. These example paths are meant to be a guide. If you are interested in furthering your education and would like to work in this career field, take a look at where you should start and what your next step(s) could look like.



Additional certifications may be required depending on specific job requirements.





# ENVIRONMENT AND CONSERVATION

Holland BPW's Community Energy Services team teaches the community how to reduce electricity use, lower their bills and reduce carbon emissions. These roles combine scientific knowledge, education and marketing skills to make a positive impact on the environment.

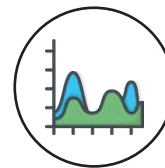
## Skills



Collaboration



Public Speaking



Systems Analysis



Critical Thinking



Persuasion

Roles at Holland BPW in this field include Conservation Programs Specialist, Energy Efficiency Engineer, and more.

## Knowledge

Administration and Management

Teaching and Lesson Planning

Laws and Regulation

Marketing

"We make an impact locally by helping our customers reduce their bills, but this also creates larger benefits beyond just our service territory by reducing our community's carbon emissions."

—Andrew Reynolds, Community Energy Services Manager

## How do I begin?

☐ AA

☐ BA/BS









# ENGINEERING

Holland BPW has many opportunities for engineers who want to work in energy fields. Some of our engineers work at the power plant and others on the power lines and the electric distribution system. Together, these teams ensure we produce and distribute reliable, efficient electricity.

## Knowledge

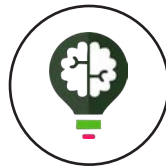
Building and Construction

Engineering and Technology

Geographic Information System

Math and Physics

## Skills



Critical Thinking



Complex Problem Solving



Writing



Reasoning



Monitoring



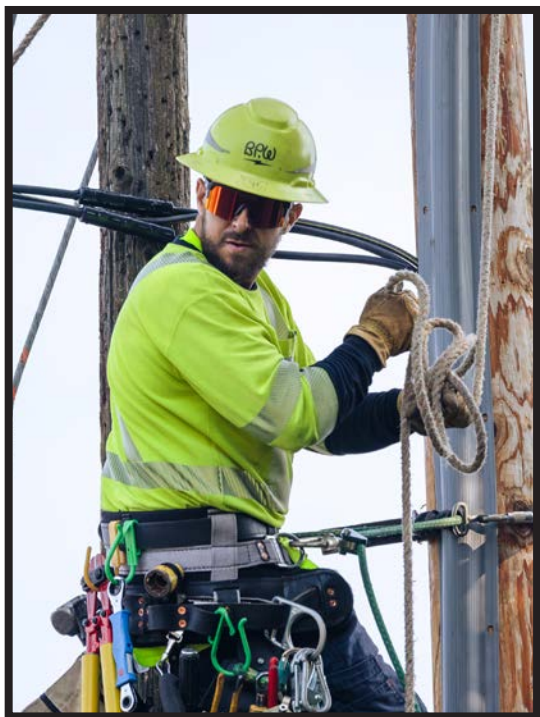
Analysis

Roles at Holland BPW in this cluster include Electric Production Engineer, Electric Engineer, Instrumentation and Controls Technician, System Engineer, System Operations Technician, and Superintendent.

**Did you know?** Holland BPW's summer internship program has launched numerous utility careers. Grant Koster started as an intern and is now the Electric Production Engineering Supervisor.

**How do I begin?**

☐ BA/BS



# SKILLED TRADES

Skilled trades workers in the energy field have important roles in ensuring the safety and reliability of the electric utility. Holland BPW has opportunities to work in the power plant or on the distribution system. Line crews work hands-on in the field, ensuring that the community has safe and reliable electricity.

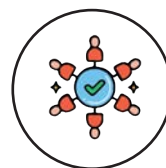
## Skills



Hands-On  
Work



Complex  
Problem Solving



Collaboration



Attention to  
Detail



Active  
Listening

## Knowledge

Building and Construction

Communication

Mechanical Aptitude

Safety

Roles at Holland BPW in this field include Lineworker, Industrial Electrician, Plant Operator, Service Technician, and Maintenance Technician.

“I am proud to be a part of Holland BPW because as a public power utility we are truly focused on what is best for the community and the customer.”  
–Steve Bruinsma, Electric Distribution Superintendent.

How do I begin?

☐ Cert.

# CAREERS IN FIBER OPTICS



Holland BPW offers broadband services that keep businesses connected and running at gigabit speeds. Our certified all-fiber network is community-owned, reliable, and FAST! Careers in Fiber Optics allow the Holland community to have access to high-speed internet that enables connections school, work and healthcare.

The National Career Cluster most related to Careers in Fiber Optics is the **Information Technology (IT) Cluster**. This cluster involves developing, supporting, and maintaining the hardware, software, and systems integration services that exist in a company. IT offers careers in ranges of creativity and technical skills. For more information on this Cluster, visit [careertech.org/career-clusters](http://careertech.org/career-clusters).

## Learn More About Fields Related to Fiber Optics

Technology and Engineering - Pg 19

Skilled Trades - Pg 20

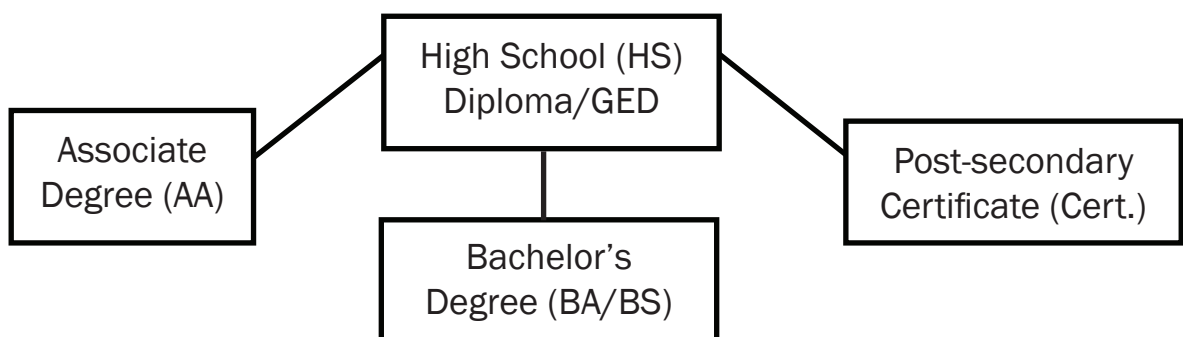


## A Career in Fiber Optics May Align with These Interests



## Common Education Paths

Holland BPW values education as well as experience in our hiring process. Most job positions require a mix of experience and education, and many positions offer on-the-job training and opportunities for educational reimbursement. The career paths listed below are examples that current Holland BPW employees have taken. These example paths are meant to be a guide. If you are interested in furthering your education and would like to work in this career field, take a look at where you should start and what your next step(s) could look like.



Additional certifications may be required depending on specific job requirements.



# TECHNOLOGY AND ENGINEERING

Technology and Engineering is a major part of Fiber Optics. Holland BPW Fiber Network Specialists and Engineers design and maintain fiber networks for the whole community.

## Skills



Critical Thinking



Analysis



Trouble Shooting



Active Listening



Attention to Detail

## Knowledge

Administration and Management

Customer Service

Mathematics

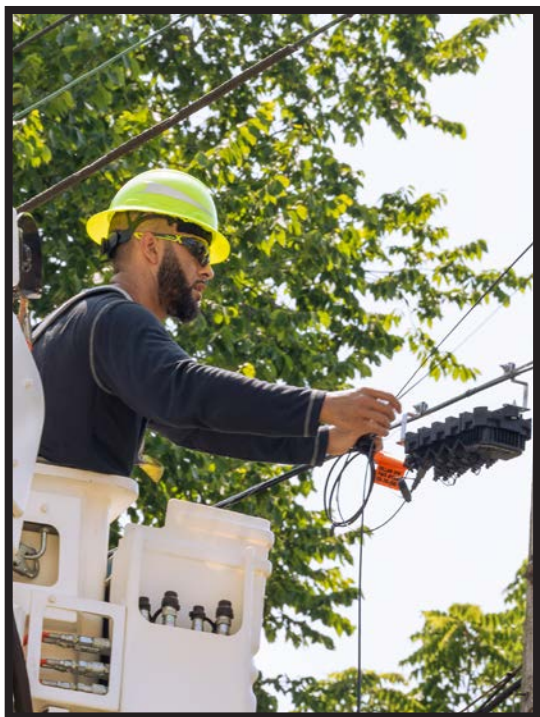
Sales and Marketing

Roles at Holland BPW in this cluster include Network Engineer, Outside Plant Engineer, Superintendent, and more.

**Did you know?** Fiber Internet is the newest utility Holland BPW operates, formed in 1990. With the installment of fiber internet throughout the city of Holland, jobs will continue to open in this field.

**How do I begin?**

☐ BA/BS



# SKILLED TRADES

Fiber optic technicians work on the lines that bring high speed internet services to homes and businesses. In order to allow these systems to work, Holland BPW relies on our skilled trades workers to connect these lines throughout the community.

## Skills



Collaboration



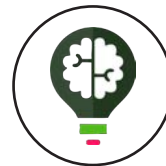
Repairing



Trouble Shooting



Attention to Detail



Critical Thinking

## Knowledge

Building and Construction

Communication

Mechanical Aptitude

Safety

Roles at Holland BPW in this field include Fiber Optic Field Technician, Network Specialist, and more.

“A well-designed fiber optic network is the lifeblood of a smart and thriving city, connecting our residents to each other and the world, powering innovation, and illuminating the path to a brighter future”

–Pete Hoffswell, Superintendent of Broadband Services

## How do I begin?

☐ AA

☐ Cert.

# CAREERS IN BUSINESS

## Customer Engagement



Careers in Customer Engagement promote, explain, and manage the services that Holland BPW offers. Our business workers are the backbone of the utility, allowing other departments to focus on the equally important work of providing reliable and efficient utility services. From tours, to creating print materials, to answering questions, we provide our customers with the resources they need.

The National Career Cluster most related to Careers in Customer Engagement is the **Business, Management, and Administration Cluster**. This cluster involves planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Leadership, management, and support roles are needed by all types of organizations to operate successfully. For more information on this Cluster, visit [careertech.org/career-clusters](http://careertech.org/career-clusters).

## Learn More About Fields Related to Customer Engagement

Customer Service - Pg 23

Administration - Pg 27

Leadership - Pg 24

Communications - Pg 28

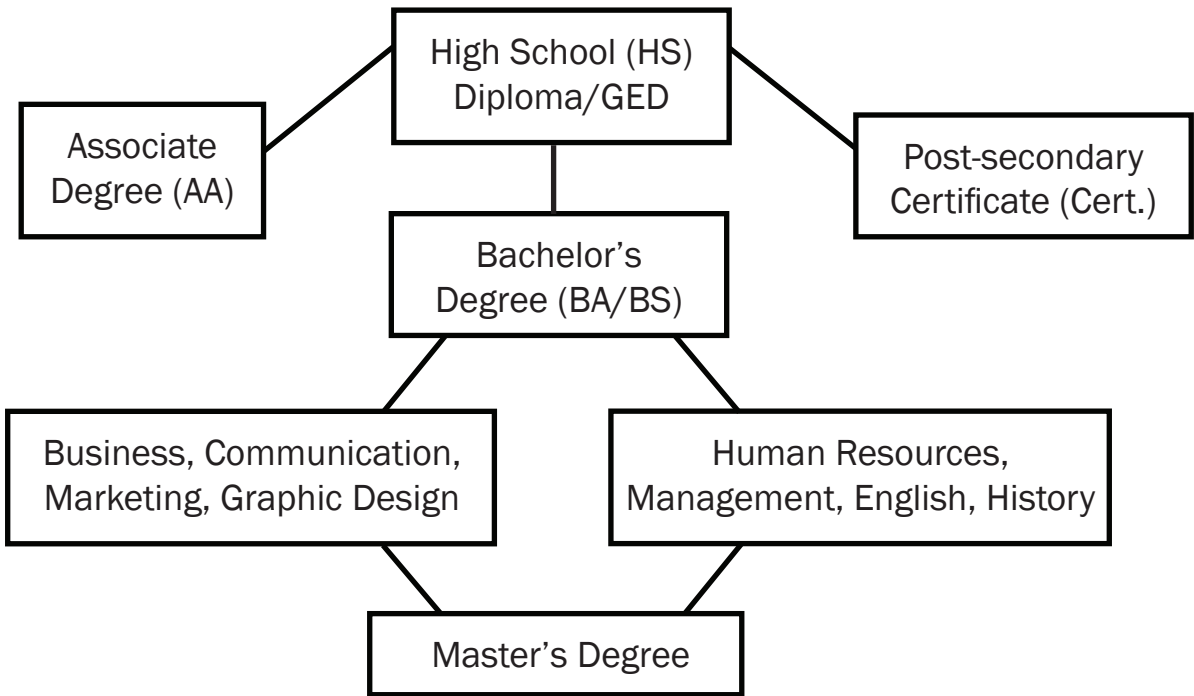
Community Education - Pg 26

# A Career in Customer Engagement May Align with These Interests



## Common Education Paths

Holland BPW values education as well as experience in our hiring process. Most job positions require a mix of experience and education, and many positions offer on-the-job training and opportunities for educational reimbursement. The career paths listed below are examples that current Holland BPW employees have taken. These example paths are meant to be a guide. If you are interested in furthering your education and would like to work in this career field, take a look at where you should start and what your next step(s) could look like.



Additional certifications may be required depending on specific job requirements.





# CUSTOMER SERVICE

A service-minded approach to work is a valuable skill for every role in a business. Utility services can be complex. In Customer Service, workers foster the customer experience while helping customers understand the services they receive from Holland BPW.

## Knowledge

Administration and Management

Customer Service

Mathematics

Sales and Marketing

## Skills



Service Orientation



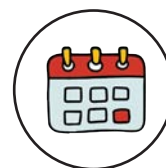
Persuasion



Writing



Active Listening



Time Management

Roles at Holland BPW in this cluster include Customer Service Representative, Customer Service Manager, Service Coordinator, Key Account Analyst, and more.

**Did you know?** Holland BPW's Customer Service team speaks five languages, and has over 140 years of experience.

**How do I begin?**

☐ AA



# LEADERSHIP

Leadership skills are useful in every role – not just those with supervisory or management titles. Take the initiative to hone your leadership skills at every level of your career. This will help you to find fulfillment in your work and can position you well for the future.

## Skills



Active  
Listening



Judgment and  
Decision Making



Public  
Speaking



Critical  
Thinking



Interpersonal  
Skills



Business  
Strategy

## Knowledge

Administration and  
Management

Customer Service

Budgeting

Laws and Regulation

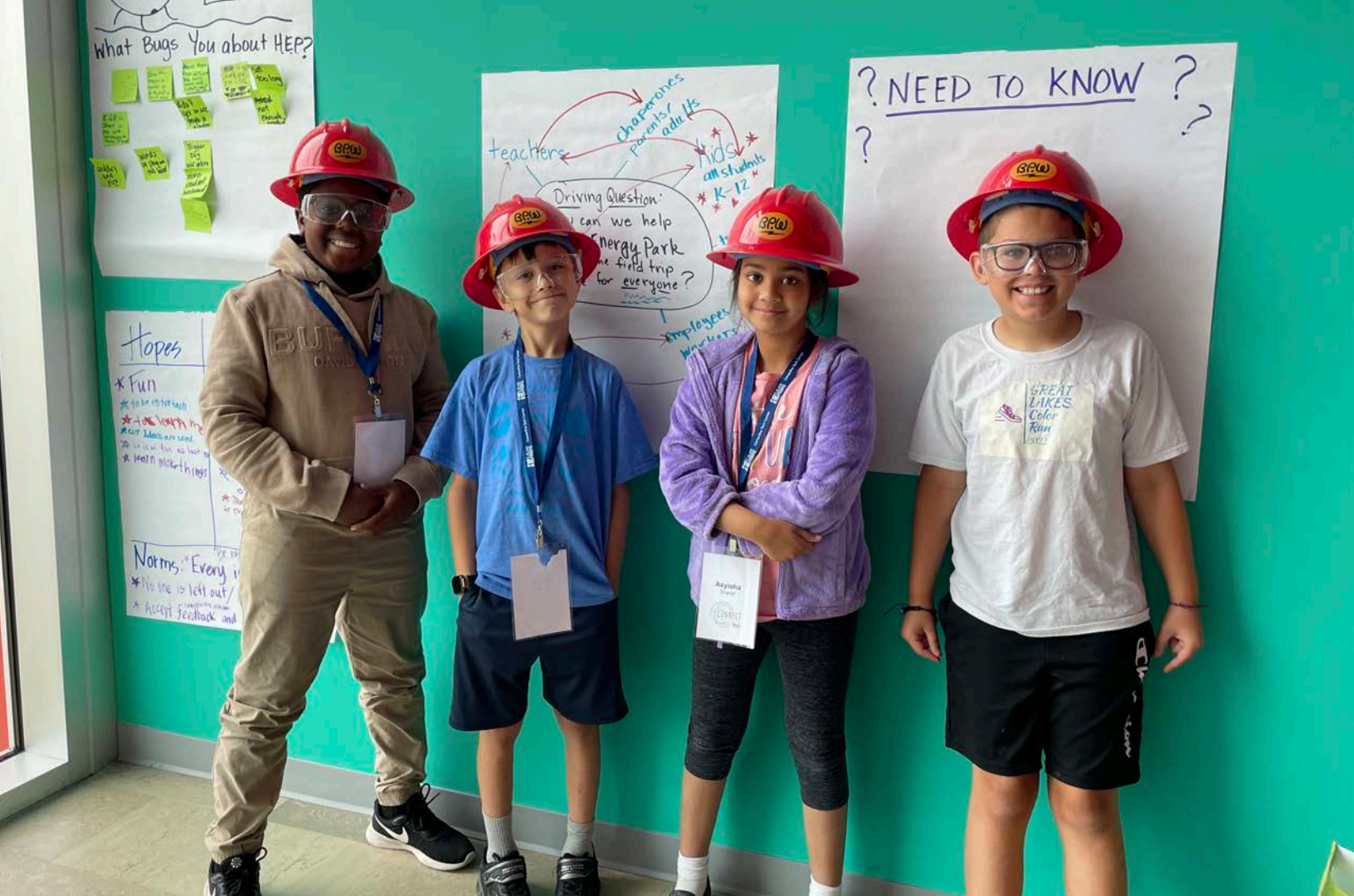
Roles at Holland BPW in this cluster include Executive Staff, Superintendents, and Managers. However, all positions can benefit from leadership skills.

**Did you know?** Many of Holland BPW's Executive Staff and Superintendents did not start on a business or management track. If you want to have a leadership position, start with a career path that you love, and then see where it will take you.

**How do I begin?**

☐ BA/BS







# COMMUNITY EDUCATION

We invest in community education to inspire interest in the wide range of careers offered in the utility industry, to teach customers and community members how to use resources wisely, and to demonstrate the value of community-owned utilities.

## Skills



**Time Management**



**Collaboration**



**Love of Learning**



**Judgment and Decision Making**



**Active Listening**



**Public Speaking**

## Knowledge

**Administration and Management**

**Teaching and Lesson Planning**

**Customer Service**

**Sales and Marketing**

Roles at Holland BPW in this field include Community Energy Services Specialist and Visitor Programs Specialist.

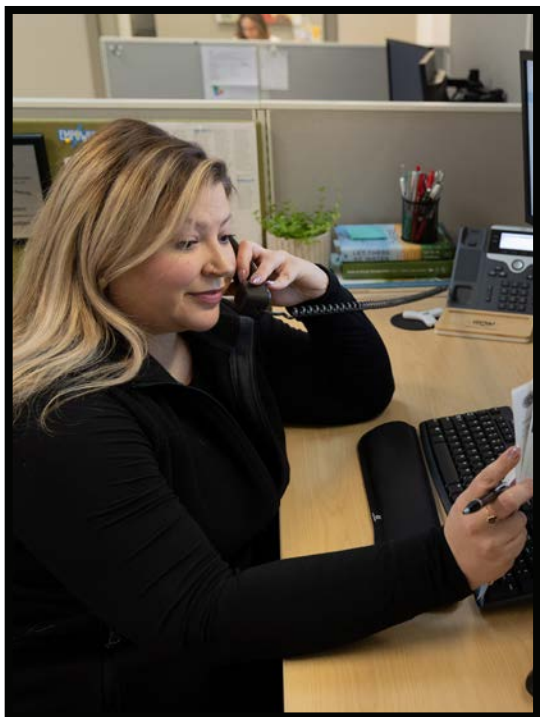
“I love my job because I get to share my passion for education and teaching while also promoting what Holland BPW does best to the greater Holland community.”

–Ashley Day, Education and Visitor Programs Specialist

**How do I begin?**

☐ BA/BS





# ADMINISTRATION

Holland BPW has many different departments, each requiring administration within the department. Additionally, administration is needed for the company as a whole. Administration roles allow our business to run in a smooth and proper fashion.

## Knowledge

Customer Service

Education and Training

Laws and Regulation

Management

## Skills



Business Strategy



Judgment and Decision Making



Process Oriented



Writing



Active Listening



Negotiation

Roles at Holland BPW in this field include Human Resources, Administrative Specialist, Executive Assistant, and many more.

## How do I begin?

☐ AA

☐ BA/BS

“We have a common desire to serve the community. Facilitating initiatives throughout the organization means we are working together to serve the common good.”  
–Adriana Gonzalez, Human Resources Specialist





# COMMUNICATIONS

Holland BPW workers in the communications field manage all internal communication while also representing the company to the greater Holland community. A role in communications includes a variety of interpersonal and independent tasks on a day to day basis.

## Skills



**Creativity**



**Interpersonal Skills**



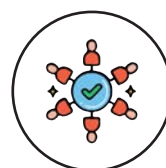
**Strategic Thinking**



**Persuasion**



**Active Listening**



**Collaboration**

Roles at Holland BPW in this field include Communications Specialist and Communications Manager.

## Knowledge

**Graphic Design**

**Public Relations**

**Marketing**

**Photography**

**Writing**

“There are so many careers at Holland BPW that positively impact our community and the best part of my job is learning about those roles and the committed people who provide these essential services.”

–Katie DeVries, Communications Specialist

**How do I begin?**

☐ BA/BS

# CAREERS IN BUSINESS

## Finance and Operations



Careers in Finance and Operations support the success of the organization by providing specialized services to all departments of Holland BPW. All teams work together and rely on the expertise of others. This cross-functional collaboration allows the organization to function efficiently and effectively.

The National Career Cluster most related to Careers in Finance and Operations is the **Transportation, Distribution and Logistics Cluster**. A job in this field requires movement of people and things in the most efficient way possible. It also requires things to be moved safely and at a low cost. For more information on this Cluster, visit [careertech.org/career-clusters](http://careertech.org/career-clusters).

## Learn More About Fields Related to Finance and Operations

Finance - Pg 31

Warehouse and Facilities - Pg 33

Information Technology - Pg 32

Safety and Compliance - Pg 34

# A Career in Finance and Operations May Align with These Interests

Investigative



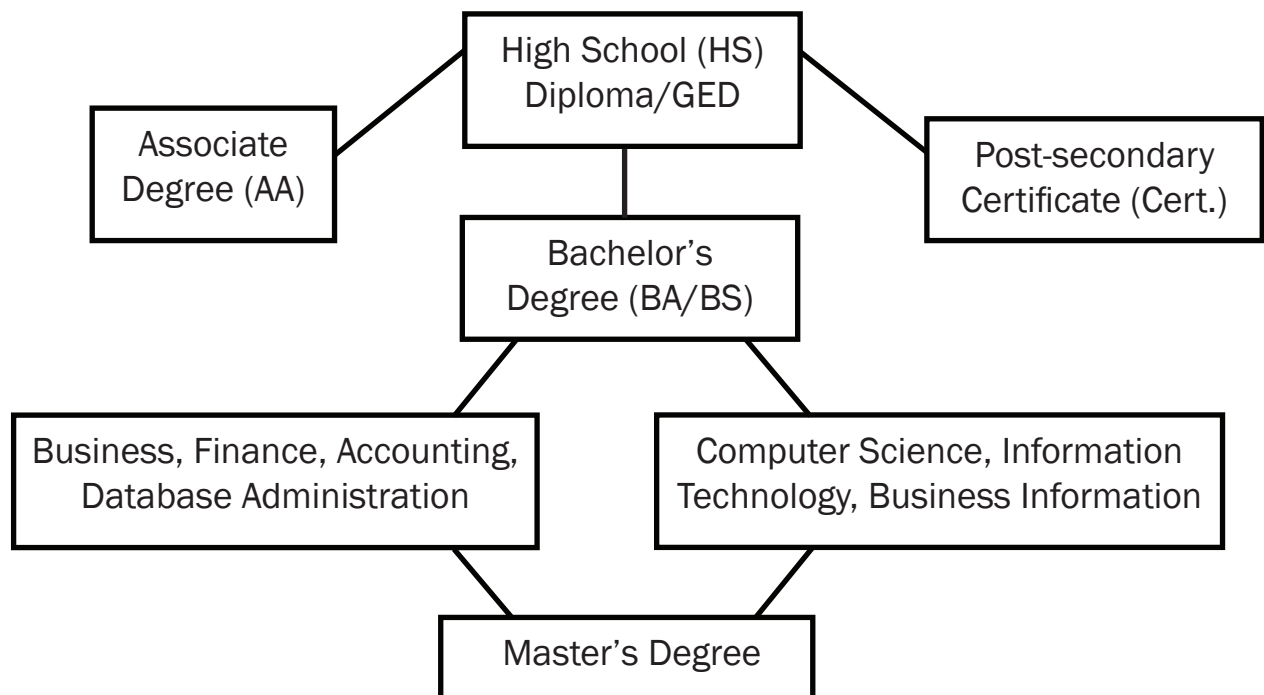
Conventional



Realistic

## Common Education Paths

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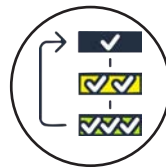
Additional certifications may be required depending on specific job requirements.



# FINANCE

Holland BPW relies on our finance workers to analyze budgets, manage accounts, track assets and more. Roles in finance are related to money, math, and budgets. Finance is a detail-oriented field that requires good judgment.

## Skills



Process  
Oriented



Judgment and  
Decision Making



Time  
Management



Critical  
Thinking



Attention to  
Detail

## Knowledge

Accounting

Economics

Laws and Regulation

Financial Best Practices

Roles at Holland BPW in this field include Accounting Manager, Financial Analyst, Payroll Specialist, Procurement Specialist, Accounts Payable Clerk, and more.

**Did you know?** The Finance field employs more than 6.3 million people worldwide. Every business and organization needs workers with skills related to bookkeeping, accounting, and finance.

**How do I begin?**

☐ BA/BS





# INFORMATION TECHNOLOGY

Information Technology roles involve developing, supporting, and maintaining the hardware, software, and systems integration services that exist in a company. Attention to detail, flexibility, and cooperation are key aspects of many IT careers.

## Skills



**Critical Thinking**



**Complex Problem Solving**



**Active Listening**



**Programing**



**Trouble Shooting**

## Knowledge

**Computers and Electronics**

**Customer Service**

**Engineering and Technology**

**Cybersecurity**

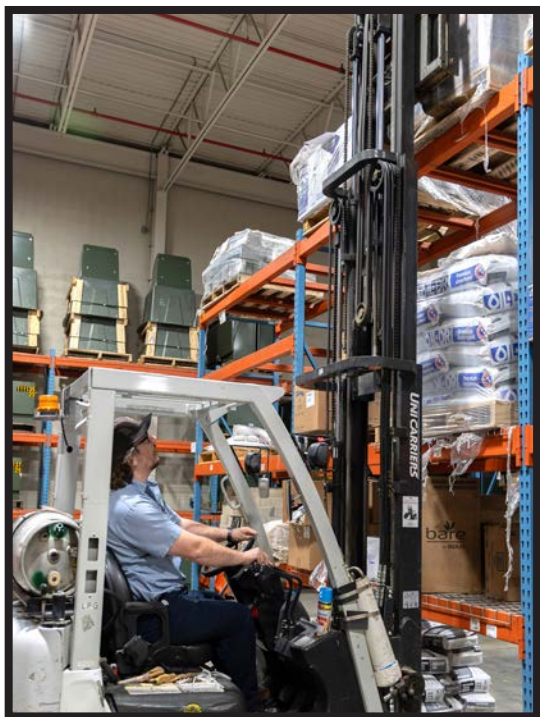
Roles at Holland BPW in this field include Information Technology Manager, Security Specialist, Database Administrator, Programmer, and more.

**Did you know?** Holland BPW's IT team ensures data flows seamlessly for all facilities including Holland Energy Park, the Service Center, the Water Treatment Plant and the Water Reclamation Facility to keep utility services reliable.

## How do I begin?

☐ BA/BS

☐ Cert.



# WAREHOUSE AND FACILITIES

Warehouse and Facilities workers maintain and control materials that enter and exit Holland BPW buildings. We rely on our workers to know what we have, replace what we are missing, and locate what we need.

## Skills



**Active  
Listening**



**Attention  
to Detail**



**Process  
Oriented**



**Monitoring**



**Critical Thinking**

## Knowledge

**Administrative Skills**

**Data Entry**

**Mechanical Aptitude**

**Safety**

Roles at Holland BPW in this field include Facilities Manager, Inventory Specialist, Warehouse, Maintenance, Stock Keeper, and more.

“The foremost priority here is the community we serve. The predominant role that safety and employee fulfillment plays is unprecedented in any experience I’ve had.” --Russell Mudgett, Utility Worker

**How do I begin?**

☐ Cert.



# SAFETY AND COMPLIANCE

Safety is a core value for Holland BPW. Having a safety-minded culture protects our workers and our community. We are committed to using our resources responsibly. We offer meaningful careers dedicated to the health safety of our workers, the community, and the environment.

## Skills



Monitoring



Complex  
Problem Solving



Active  
Listening



Policy  
Writing



Public  
Speaking

## Knowledge

Laws and Regulation

Education and Training

Communication

Administration

Roles at Holland BPW in this field include Regulatory Compliance Specialist, Safety Specialist, and more.

**Did you know?** Holland BPW's safety team makes sure our working environment is safe and that we are following best practices. All workers go through regular training sessions, attend safety programs, and participate in safety walk-throughs.

**How do I begin?**

☐ BA/BS



## Types of Jobs at Holland BPW

### Business Workers

- Accountants, Financial Analysts
- Communications, Public Relations, Graphic Design
- Community Educators
- Conservationists
- Customer Service Representatives
- Geographic Information Systems (GIS) Specialists
- IT, Networking, Database Management
- Leadership, Management
- Regulatory Compliance
- Purchasing
- Warehouse, Facilities

### Utility Workers

- Biologists, Chemists
- Engineers
- Field Technicians: Water/Wastewater, Electric, Broadband
- Instrumentation & Controls Technician for Water/Wastewater and Power Plant Facilities
- Lineworkers
- Maintenance
- Plant Operators
- Safety Professionals



**Local. Reliable. Efficient. Essential.**

**About Holland BPW** - We are a municipal utility in Holland, Michigan. We offer electric, water, wastewater, and fiber internet services. As Holland's community-owned utility, our top priorities are local. Serving our neighbors, family and friends, there is no stronger driver of our standards for excellence. Our reliable, efficient utility infrastructure and services empower our community toward advancement and self-determination.

For more information on Holland BPW careers, check our website at **[hollandbpw.com/careers](https://hollandbpw.com/careers)**.

