

JOB DESCRIPTION

Job Title: Marketing/Communications Specialist
Department: Member Service
Reports To: General Manager
FLSA Status: Non-Exempt
Approved Date: January 2018

Position Purpose: Provide the best possible electric service to all who desire it within the Cooperative service area, rendering prompt, efficient, and courteous service that will promote good will between the Cooperative and its members. Provide effective communications to members and employees regarding Cooperative programs and services. To assist in promoting the Cooperative's community image. To work with members, directors, and all employees in a courteous and professional manner.

DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Prepares, publishes and distributes news releases, monthly newsletter, and material for social media, print and broadcast ads, website content, bill stuffers, poster, brochures, customer lobby and other promotional materials. Ensures materials are refreshed and updated regularly, to include website.
- Researches, develops, and prepares educational programs for local schools and civic organizations.
- Assists in the planning and coordination of the Cooperative's Annual Membership Meeting, including drafting various notices for the newspapers and radio.
- Assists in the planning and coordination of the Cooperative's Member Appreciation Meeting, including drafting various notices for the newspapers and radio.
- Assists members with applications for rebates for various Cooperative programs
- Record monthly minutes of the Board of Directors meeting.
- Develop programs with local schools promoting safety, the Cooperative Model, scholarships and various educational opportunities.
- Coordinate, along with the Employee committee, various employee social gatherings such as the summer picnic, Christmas Party and retirement parties.
- Travel, organize and plan events promoting the Cooperative such as Fairs and Ag Appreciation events.
- Represent the Cooperative at Member Service Meetings.

- Plan the Member bus trip with neighboring cooperatives to Basin Electric.
- Answers member inquiries regarding marketing programs and coordinates with Electrician Foreman as needed to help members with electric service needs.
- Assist the General Manager with Economic Development opportunities.
- Promotes the core values of Integrity, Commitment to Community, Accountability and Innovation.
- Makes recommendations for the annual budget to support the needs of the various duties assigned to this position.

SUPERVISORY RESPONSIBILITIES. This job has no supervisory responsibilities.

COMPETENCIES. To perform the job successfully, an individual should demonstrate the following competencies:

Technical Skills. Pursues training and development opportunities; Strives to continuously build knowledge and skills.

Customer Service. Manages difficult or emotional customer situations; Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal Skills. Maintains confidentiality; Keeps emotions under control; Remains open to others' ideas and tries new things.

Oral Communication. Speaks clearly and persuasively in positive or negative situations; Responds well to questions.

Written Communication. Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Teamwork. Contributes to building a positive team spirit; Supports everyone's efforts to succeed.

Quality Management. Demonstrates accuracy and thoroughness.

Ethics. Treats people with respect; Keeps commitments; Upholds organizational values.

Organizational Support. Follows policies and procedures; Completes administrative tasks correctly and on time; Supports organization's goals and values.

Planning/Organizing. Prioritizes and plans work activities; Uses time efficiently.

Professionalism. Treats others with respect and consideration regardless of their status or position; Follows through on commitments.

Quality. Demonstrates accuracy and thoroughness; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity. Completes work in timely manner; Works quickly.

Safety and Security. Observes safety and security procedures; Reports potentially unsafe conditions; Uses equipment and materials properly.

Attendance/Punctuality. Is consistently at work and on time.

Dependability. Follows instructions, responds to management direction; Keeps commitments.

Initiative. Seeks increased responsibilities; Asks for and offers help when needed.

Innovation. Meets challenges with resourcefulness.

QUALIFICATIONS. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience. A post-secondary degree in communications, journalism, marketing, or a similar field is required or equivalent combination of education and experience.

Language Skills. Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Mathematical Skills. Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals.

Reasoning Ability. Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills. To perform this job successfully, an individual should have knowledge of the Microsoft suite of software packages along with any software packages specific to the duties and responsibilities of the position.

Other Skills and Abilities. N/A

Physical Demands. The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to talk or hear. The employee is occasionally required to stand; walk; use hands to finger, handle, or feel; reach with hands and arms and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment. The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

EEO & ADA ACKNOWLEDGEMENTS. The Cooperative is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, the Cooperative will provide reasonable accommodations to qualified individuals with disabilities and encourage both prospective and current employees to discuss potential accommodations with the employer.

DISCLAIMER. Nothing in this job description restricts management's right to assign or reassign duties and responsibilities to this job at any time.