OAKDALE ELECTRIC COOPERATIVE

JOB DESCRIPTION

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| **Position Title:** | **Communications Specialist** | | |
| **Department:** | Member Relations | | |
| **Reports to:** | Executive Assistant/HR Administrator | | |
| **Date Revised:** | 4-7-2009, 2-10-2021, 10-7-2021 | FLSA Status: | exempt |

**Summary**

Leads all communications activity for the co-op including coordinating media relations, employee communication, member communication, sponsorships and events, and community activities through digital communications, website development and upkeep, marketing, events planning, advertising, and sponsorships. General duties include promoting the concepts of new incentive and energy conservation programs to members; providing for the welcoming of new members; preparing monthly publications that will keep the member informed; administering and participating in community programs such as safety demonstrations, annual meetings, chamber meetings; responsible for Youth Leadership Congress and scholarship program. This person will be responsible for solicitation of news coverage of the activities of OEC. This position will require some evening meetings, travel outside the OEC service territory, and occasional overnight stays.

# **Essential Job Functions:**

1. Develop member communications including composition, layout, design, etc. of member newsletters, member handbooks, brochures, annual reports, employee newsletter, pamphlets, media kits, bill stuffers, advertisements, social media applications, web page and internal web page so that they provide member and employees with timely information about the cooperative and other areas of importance and interest.
2. Responsible for building awareness, updating, and monitoring cooperative’s social media efforts.
3. Stay abreast of incentive and energy conservation programs being offered by OEC; provide this information to the member so that they are encouraged to take advantage and where appropriate follow-up to ensure member satisfaction. Additionally, provide this information to all employees to ensure employee understanding. Provide information to contractors in the OEC service area through meetings and handbooks.
4. Monitor and promote community involvement programs that afford OEC the opportunity to create awareness of the cooperative's activities and services.
5. Maintains close contact with members of the local communities, Chamber of Commerce and other electrical cooperatives so that you can provide advice and assistance to the General Manager & CEO on opportunities OEC has for better serving its members.
6. Participate in and coordinate speaking engagements at schools, business functions and community activities spreading the story of the cooperative and its services. Coordinate electrical safety demonstrations with schools.
7. Responsible for coordination, design and implementation of preparing a library for visual presentations.
8. Responsible for the advertising program, including development and design of cooperative advertising as well as responsible for all advertising and donation requests. Responsible for handling and processing the Federated Youth Foundation requests.
9. Handles all media relations including article placement, budget, media contracts, follow up and maintaining relationships with media.
10. Assists in planning and carrying out the Annual Meeting, and Member Appreciation Events.
11. Prepares photography for various publications.
12. Responsible for design, implementation and follow-through of various member programs.
13. Responsible for youth programs. Organize and coordinate all meetings and programs for Youth Leadership Congress, safety demonstrations, and the scholarship program.
14. Coordinate information and marketing of member service products at all offices, i.e. handouts, brochures, posters, banners, etc., to ensure uniformity. Also assist with training of employees with new product and information introductions.
15. Provide input and feedback with preparation of annual budget for Member Relations Dept.
16. Develop a cooperative relationship with members, fellow co-workers, business leaders and others for whom you need to maintain rapport in order to successfully accomplish your job.
17. Contribute to department and cooperative's performance by completing other related duties as assigned.

# **Position Specifications:**

## **Education:** Bachelor's Degree in Communications, Public Relations; Marketing, Sales or Business Administration: three years progressively responsible experience in a service environment; OR any equivalent combination of education and experience which provides the necessary knowledge, skills and abilities.

**Work Experience:** 3 years of communication, public relations or business required. Experience with managing corporate social media accounts is preferred.

## **Job Knowledge:** Must possess and maintain working knowledge of written, electronic, web based and social media-based communication or marketing methods.

**Abilities and Skills:** Must be proficient in operation of Microsoft Office suite programs. Must be able to operate office equipment such as computer, phone system, copier, scanner, fax machine, and printer. Must be skilled in communicating with people both within and outside of the organization. Ability to maintain confidentiality is essential. Attention to detail, a high level of accuracy and communication skills are required.

**Working Environment:** Majority of time is spent in a smoke-free, climate-controlled office environment with minimal physical exertion. May work a portion of time in the field with various weather conditions, and various in-field terrains. Work with desktop, laptop, or mobile communication devices.

**Physical Requirements:** Occasionally lift materials weighing up to 30 lbs. Interact extensively with members, employees and the general public via telephone, personal contact, and written communication. Visually inspects various handwritten, typed, and computer-generated documents.

**Certificates, Licenses, Registrations**

Valid Wisconsin driver’s license.