

Maquoketa Valley Electric Cooperative
Job Description

Job Title: Marketing/Communication Specialist **Prepared By:** Human Resources
Department: Public Relations **Prepared Date:** June 4, 2019

SUMMARY

The Marketing/Communication Specialist is responsible for creative oversight and strategic planning of the Cooperative's marketing goals. The Marketing/Communication Specialist uses company assets and media channels to market cooperative services and to keep our employees, members and the public informed about the Cooperative. The Marketing/Communication Specialist is responsible for the creation of member newsletters and e-newsletters, and manages the content of the Cooperative's website and social media platforms.

The Marketing/Communication Specialist shall present him/herself in a professional manner, always striving to leave a good impression of the Cooperative from both a member and a community perspective.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended to describe the general nature and level of work being performed by the individual. They are not intended to be construed as an exhaustive list of all responsibilities. The Marketing Specialist shall be required to perform any other duties assigned in order to fulfill the objectives of the Cooperative.

- Evaluate, analyze and recommend public relations and marketing programs to Director of Public Relations
- Plan, coordinate and direct activities for various marketing campaigns, including promotion of Cooperative's internet/VoIP services and energy efficiency programs and incentives
- Develop copy for newsletters, press releases, radio, newspaper and other advertising mediums
- Develop and maintain websites ensuring they are up to date and relevant and evaluate their performance analytics
- Develop, launch and maintain digital marketing campaigns to promote the Cooperative's services
- Update and monitor Cooperative's social media content. Post updates and inform membership of Cooperative's activities and services

- Create monthly newsletter, including writing and proof-reading articles, designing layout and incorporating photography and graphics
- Responsible for developing and publishing monthly employee newsletter
- Develop consistent design and messaging of all internal and external communications, including forms, brochures, e-blasts, newsletters, website, social media and event displays
- Responsible for providing a safe work environment for themselves and all employees working near them

SUPERVISORY RESPONSIBILITIES

This position has no supervisory duties.

QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each 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

Bachelor's Degree in marketing, communications or related field, or equivalent experience is required.

Language Skills

This position must have the ability to read, analyze and interpret information regarding the Cooperative for visitors and members. Must be able to speak clearly and communicate with the general public both in person and by phone. Must be able to communicate clearly in both print and electronic media.

Mathematical Skills/Computer Skills

Basic math skills are required as well as proficiency with Microsoft Word and Excel, Creative Suites, and Photoshop.

Reasoning Ability

Ability to apply common sense understanding and to carry out instructions furnished in written or oral form; ability to define problems, collect data, establish facts and draw conclusions.

Required licensing or certifications

Valid Iowa Driver's License

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, use hands to finger, handle or feel; reach with hands and arms; and talk and hear. The employee will regularly lift 25 pounds and occasionally lift up to 50 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, 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. The position is located inside the Cooperative Headquarters. Traveling for the Cooperative may be required. Irregular hours including nights, weekends and holidays may be required during emergencies or when assisting at Cooperative events.

EXTERNAL RELATIONSHIPS

This position will also work frequently with people outside the Cooperative, extending a positive professional image of Maquoketa Valley Electric Cooperative in all communication and actions.

Members: Advises and assists members in every way possible. Takes advantage of the opportunity to obtain increased understanding and acceptance of cooperative objectives, policies, plans, and programs.

General Public: Maintains friendly, cooperative relationships with the general public in the performance of responsibilities.