

# Communications Specialist

Report to: General Manager

## Job Statement

- Direct the daily communications and community outreach efforts of Northern Electric Cooperative.
- Confer with General Manager on a regular basis regarding projects, goals, and communications activities.
- Help to foster a collaborative team environment with an open communication culture ensuring regular, consistent communication takes place among employees, members, and the general public.
- Maintain familiarity with the latest communications trends and tactics to effectively perform duties in an ever-changing age of information.

## Essential Functions

### Direct cooperative's communications efforts to inform and engage members

- Develop, write, and edit monthly content for Northern Electric *Cooperative Connections* magazine.
- Manage and maintain Northern Electric Cooperative's website and digital footprint.
- Manage and develop regular content for the cooperative's social media channels.
- Plan, organize, and promote all aspects of the Northern Electric Cooperative Annual Meeting.
- Organize member appreciation events and member educational tours.
- Provide monthly reports to the Northern Electric Board of Directors.

### Manage the cooperative's public and community relations

- Assume responsibility for - and conduct activities which uphold - the cooperative's image throughout the community and with members of the general public.
- Manage donation, sponsorship, and advertising requests.
- Serve as point of contact for members of the media.
- Organize school presentations and cooperative youth programs.
- Manage Northern Electric Cooperative's scholarship programs.
- Direct and organize safety education events for youth and members of the general public.
- Participate in political advocacy, outreach and educational events for lawmakers on the local, state, and federal levels.
- Monitor news and community/current events that may impact the cooperative.

### Contribute to effective employee relations and internal communications

- Maintain a good attitude in all contact with fellow employees.
- Work with other employees in a respectful and supportive role.
- Manage and direct employee engagement and appreciation events and activities.

**Performs other duties as assigned.**

## **Minimum Job Specifications**

### **Education/Experience**

- Minimum of 2 years of experience in a communications or public relations field.

### **Job Knowledge**

- Proficiency in standard computer software programs such as Adobe InDesign, Microsoft Word, Microsoft PowerPoint, Microsoft Outlook, and Microsoft Excel is essential.
- Ability to learn and become proficient in Adobe Illustrator, Adobe PDF, and Adobe Photoshop
- Ability to operate a camera and take effective pictures of co-op events.
- Ability to proficiently operate a smartphone.

### **Certifications/Licenses**

- Must be willing to pursue the National Rural Electric Cooperative Association (NRECA) Certified Cooperative Communicator certification.

### **Physical Demands**

- Generally accepted office working conditions and some outside weather conditions.
- Work outside normal office hours may be required.
- Occasional day and overnight travel may be required.

### **Other Necessary Qualities**

- Ability to express ideas clearly in both written and oral communication
- Creative writing
- Teamwork skills
- Motivation and initiative
- Analytical problem solving
- Ability to manage complexity
- Honesty and integrity
- Interpersonal skills
- Strong work ethic
- Flexibility and adaptability
- Self confidence
- Punctual work attendance
- May be required to travel

### **Disclaimer**

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.