



Manager of Marketing & Communications

POSITION DESCRIPTION

Department:	Manager of Marketing & Communications	FLSA Status:	Exempt
Reports To:	General Manager	Union Status:	Non-Union
Supervises:	No	Employment Status:	Full Time
Job Code / EEOC Cat:	MAS 2	Date Revised:	10/24/2022

Purpose of Position

The Manager of Marketing and Communications is responsible for carrying out policies and goals of the Cooperative regarding employee, member, public & media communications, and various marketing activities to increase brand awareness and cooperative promotion.

Position Responsibilities The scope and duties of this position may change or be temporarily altered based on the evolving business needs of the Cooperative. The basic requirement of every position is to perform all tasks as assigned by your supervisor.

Key Responsibilities	Brief Description of Responsibilities
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- Essential Responsibilities:** While not all inclusive, the Manager of Marketing and Communications:
1. Serves as an engaged member of the management team, providing support to all departments for various cooperative activities, campaigns, or promotions; assisting with tasks necessary to meet Cooperative objectives.
 2. Plans, prepares and/or updates periodic publications; including monthly Allamakee-Clayton REC News, The Energy Update newsletters; bi-monthly WATT’S UP employee newsletter and the annual report. This includes, but is not limited to, graphic design, writing, photography and coordination of all related content.
 3. Serves as cooperative social media and website content manager, updating content and administering public interactions.
 4. Keeps abreast of trends in the electric utility industry that affect the cooperative membership and communicates those trends effectively.
 5. Creates, purchases, maintains, and updates marketing and branding materials, and implements any corresponding marketing campaigns to enhance our communication efforts to our members, employees, and the public.
 6. Handles advertising with local newspapers, radio stations and other media outlets, as needed; composes news releases as necessary.
 7. Organizes the Cooperative’s Annual Meeting, annual member appreciation picnic and other cooperative events as necessary. Is also responsible for the coordination of the Youth Tour Program and the administration of the Hauschild Scholarship Program.

8. Assists with Emergency Preparedness Planning; occasionally serves on cooperative committees as needed.
9. Maintains marketing budget and is accountable for subsequent expenditures.
10. Stays up to date on new or changing laws, regulations, and technical developments in the industry, particularly those that will affect the Cooperative operations, employees, and members.
11. Will represent and promote the Cooperative by attending external meetings and conferences as necessary.

Secondary Responsibilities:

1. Performs other duties as assigned.

Position Requirements

All position requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees.

Key Requirements

Brief Description of Requirements

Education, Licenses, Certificates, and Training Requirements:

B.S. in Communications or closely related field; or combined equivalent of education and experience is required.
 Must possess and maintain a valid driver's license.
 Insurable under Cooperative auto insurance policy.

Experience:

One (1) to two (2) years of experience preferred.

Knowledge, Skills and Abilities:

Advanced computer skills required; Microsoft Office products, including but not limited to: Outlook, Excel, and Word. Experience with marketing programs, such as Publisher, Adobe Creative Cloud, Photoshop is valuable.
 Strong oral and written communication is required.
 Ability to work with frequent interruptions while maintaining attention to details.
 Strong commitment to outstanding member service.

Work Environment:

This position is primarily indoors.
 Occasions of outdoor exposure due to cooperative events.

Physical Demands:

Normal office conditions
 Regular sitting, standing and bending
 Occasional lifting, stooping, pushing, and kneeling
 Prolonged use of fingers, hands and wrists
 Ability to hear and verbally communicate via telephone

This position shall have full authority to carry out these duties and responsibilities in conformity with established policies and procedures and shall utilize time in such a way as to fulfill the objectives of this position and the Cooperative.
