





MARKETING/COMMUNICATIONS SPECIALIST JOB DESCRIPTION

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COMPANY OVERVIEW:

Incorporated in 1939, Indian Electric Cooperative, Inc. is a member-owned, not-for-profit distribution cooperative that supplies electric service to its members in seven north-central and northeastern Oklahoma counties including Pawnee, Osage, Creek, Payne, Noble, Kay and Tulsa.

IEC provides almost 14,000 members with service to 20,080 homes and businesses through 3,516 miles of distribution line covering a service territory of 2,500 square miles.

IEC is powered by skilled and loyal employees.

POSITION SUMMARY:

This is a full-time position in IEC's Member Services Department that direct reports to the Marketing Communications Supervisor. This position will assist in the development and implementation of IEC's overall communication strategy to broaden IEC's impact and overall messaging. The marketing/communications specialist will work collaboratively with the management team and staff to develop and implement communication strategies to build positive internal and external awareness of IEC and its products and services.

ABILITIES AND SKILLS:

- Excellent interpersonal, verbal, and written communication skills.
- Must be able to present information to others in various settings, which may include public speaking.
- Must possess organizational skills and attention to detail.
- Strong decision making and judgment skills with the ability to prioritize tasks and meet deadlines with minimum supervision and direction.
- Ability to work independently and function well in high-paced, and at times, stressful environments.
- Ability to know and use good grammar, spelling, and punctuation and communicate messages in a professional and engaging manner.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Must be certified in First Aid, CPR, and AED or possess the ability to become certified within one year.
- Must possess and maintain an Oklahoma Class D driver's license.

WORKING CONDITIONS:

- Normal office conditions.
- Occasional after-hours work required.
- Some outside work in various weather conditions.
- Must be willing to attend seminars and workshops as requested.



RESPONSIBILITIES AND DUTIES:

- Write, design, proof, and edit content for media channels including newsletters, annual reports, program and meeting materials, brochures, press releases, etc.
- Assist in the development and execution of communication and marketing strategies to ensure consistent, high-impact activities and messaging to improve IEC's ability to communicate its mission.
- Act as point of contact for NISC (National Information Solutions Cooperative). Be familiar with all aspects of NISC, monitor NISC email and notifications, create workflow, distribute update information to affected departments, and coordinate with NISC and all IEC departments to schedule updates.
- Responsible for NISC communications messenger.
- Maintain IEC website, intranet, and social media to ensure consistency with current message.
- Stay current with media and marketing trends and proactively search for communication opportunities.
- Manage social media campaigns and day-to-day activities to include online advocacy, writing editorial content, community outreach efforts, promotions, etc.
- Responsible for photos and videos to promote IEC on all media.
- Assist with the planning and execution of district and annual meetings.
- Assist with economic development activities and community involvement.
- Coordinate Youth Tour and other education programs.
- Develop public relations by participating in various civic and community activities or meetings and participating in community and professional organizations within IEC's service area.
- Prepare or assist with development of programs for civic clubs and schools.
- Compile and upload monthly board book and ensure all directors and staff receive notification.
- Schedule, set up, and attend monthly IEC Foundation Board meetings and administer Operation Round Up program.
- Responsible for event planning, such as annual meeting, employee holiday party, district meetings, and any other IEC sponsored event.
- Make brand strategy recommendations and ensure all creative materials undergo brand review and adhere to brand guidelines.
- Assist with coordination of meetings with members and employees; schedule speakers; ensure active participation and positive communication of information.
- Assist to design, develop, and produce presentations, letters, and publications that will enhance communications with employees and members.
- Assist with development of departmental budget.
- Responsible for preparing layout, printing, and distribution of IEC's quarterly newsletter. Responsible for design, layout, and production of annual report.
- Represents IEC at selected meetings and events.
- Other duties as assigned.



QUALIFICATIONS:

- Education: Associate's degree in marketing, public relations, communications or related field is preferred. In lieu of degree, equivalent experience directly related to conducting the communication function at a business may be accepted. High school diploma or equivalency is required.
- Experience: One year previous experience in business communications, marketing, print journalism, television and/or radio is preferred. Knowledge of rural electric cooperatives is preferred. Public speaking or event coordination experience is a plus.
- Job Knowledge: Familiar with proofreading, editing, and layout design for print and social media channels. Knowledge of AP Style is required.
Competent in the following software:
 - Microsoft Office: Excel, Word, Outlook, and PowerPoint.
 - Adobe: Acrobat Pro, Photoshop, InDesign.
 - WordPress.

COMPENSATION AND BENEFITS:

- Annual Salary: \$45,525-65,349 annually
- Benefits:
 - Medical insurance
 - Vision, dental, and life insurance
 - Flexible Spending Account or Health Savings Account
 - Retirement
 - Paid time off

Signature

Date

Job Description – Physical Requirements

Job Title: _____

Department: _____

Mark the appropriate box for the following items to describe the extent to which each specific activity is performed:

NUMBER OF HOURS PER DAY						NUMBER OF HOURS PER DAY					
Activity	0	1-2	3-4	5-6	7+	<u>Repetitive Use of Hands</u>	0	1-2	3-4	5-6	7+
Sitting						Unilateral					
Standing						Bilateral					
Walking						<u>Grasping</u>					
Bending						Unilateral					
Crawling						Bilateral					
Climbing						<u>Fine Dexterity</u>					
Reaching						Unilateral					
Crouching						Bilateral					
Kneeling						<u>Repetitive Foot Control</u>					
Balancing						Unilateral					
Push/Pull						Bilateral					

WEIGHT HANDLING PER WEEK						WEIGHT HANDLING PER WEEK					
<u>Lift & Carry</u>	0 HR.	1-10 HR.	10-15 HR.	15-30 HR.	30+ HR.	<u>Lift Overhead</u>	0 HR.	1-10 HR.	10-15 HR.	15-30 HR.	30+ HR.
- 10 Lbs						- 10 Lbs					
11 to 25 Lbs						11 to 25 Lbs					
26 to 50 Lbs						26 to 50 Lbs					
51 to 75 Lbs						51 to 75 Lbs					
76 to 100 Lbs						76 to 100 Lbs					
+ 100 Lbs						+ 100 Lbs					

Comments: _____

Required to climb: Utility Poles Trees Other _____

Exposure to dust, gas, or fumes: Yes No Comments: _____

Special safety equipment used: Hard Hat Safety Glasses Hearing Protection Foot Protection
 Hand Protection Class 3 Gloves Class 0 Gloves Rubber Sleeves Harness Other: _____

Exposure to extreme changes in temperature or humidity: Yes No Comments: _____

Employee works: Inside _____% Outside _____% Total: 100 %

Employee's Signature: _____ Date: _____