



## MARKETING/COMMUNICATIONS SPECIALIST JOB DESCRIPTION



[iecok.com/careers](http://iecok.com/careers)

### 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.



**ESSENTIAL FUNCTIONS:**

- Write, design, proof, and edit content for media channels including letters, annual reports, program and meeting materials, brochures, press releases, etc., to enhance communication with employees and members.
- Maintain IEC intranet and social media to ensure consistency with current messages.
- Responsible for photos and videos to promote IEC on all media.
- Coordinate Youth Tour and other education programs.
- Responsible for preparing layout, printing, and distribution of IEC's internal newsletter.
- Represent IEC at selected meetings and events.
- Responsible for event planning, such as employee holiday parties, retirement parties, and any other IEC sponsored event.

**RESPONSIBILITIES AND DUTIES:**

- Assist in the development and execution of communications and marketing strategies to ensure consistent, high-impact activities and messaging to improve IEC's ability to communicate its mission.
- Assist in the maintenance of the IEC website.
- Stay current with media and marketing trends and proactively search for communications opportunities.
- Manage social media campaigns and day-to-day activities to include online advocacy, writing editorial content, community outreach efforts, promotions, etc., along with monitoring/reporting on analytics.
- Assist with the planning and execution of district and annual meetings.
- 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.
- Be available to fill in and attend monthly IEC Foundation Board meetings as needed.
- 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 with development of departmental budget.
- 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's 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.

**PHYSICAL REQUIREMENTS:**

- Must meet and maintain all physical requirements as outlined on the attached physical requirements sheet that is incorporated as a part of this job description.

**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.



**COMPENSATION AND BENEFITS:**

- Annual Salary: \$47,370-67,997 annually
- FLSA Status: Non-Exempt
- Benefits:
  - Medical insurance
  - Vision, dental, and life insurance
  - Flexible Spending Account or Health Savings Account
  - Retirement
  - Paid time off

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Signature

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Date

## Job Description – Physical Requirements

Job Title: Marketing and Communications

Department: Member Services

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+                                  |                                | 0                        | 1-2                      | 3-4                                 | 5-6                                 | 7+                       |
|                         |                                     |                                     |                          |                          |                                     | <b>Repetitive Use of Hands</b> |                          |                          |                                     |                                     |                          |
| Sitting                 | <input type="checkbox"/>            | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | Unilateral                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Standing                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Bilateral                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Walking                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <b>Grasping</b>                |                          |                          |                                     |                                     |                          |
| Bending                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Unilateral                     | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Crawling                | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Bilateral                      | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Climbing                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <b>Fine Dexterity</b>          |                          |                          |                                     |                                     |                          |
| Reaching                | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Unilateral                     | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Crouching               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Bilateral                      | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Kneeling                | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | <b>Repetitive Foot Control</b> |                          |                          |                                     |                                     |                          |
| Balancing               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Unilateral                     | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |
| Push/Pull               | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/>            | Bilateral                      | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> |

| WEIGHT HANDLING PER WEEK |                                     |                                     |                          |                          |                          | WEIGHT HANDLING PER WEEK |                                     |                                     |                          |                          |                          |
|--------------------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|--------------------------|
| Lift & Carry             | 0 HR.                               | 1-10 HR.                            | 10-15 HR.                | 15-30 HR.                | 30+ HR.                  | Lift Overhead            | 0 HR.                               | 1-10 HR.                            | 10-15 HR.                | 15-30 HR.                | 30+ HR.                  |
| - 10 Lbs                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | - 10 Lbs                 | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 11 to 25 Lbs             | <input type="checkbox"/>            | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 11 to 25 Lbs             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 26 to 50 Lbs             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 26 to 50 Lbs             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 51 to 75 Lbs             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 51 to 75 Lbs             | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 76 to 100 Lbs            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | 76 to 100 Lbs            | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| + 100 Lbs                | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | + 100 Lbs                | <input checked="" type="checkbox"/> | <input type="checkbox"/>            | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

Comments: \_\_\_\_\_

Required to climb: ☐ Utility Poles ☐ Trees ☐ Other N/A

Exposure to dust, gas, or fumes: ☐ Yes ☒ No      Comments: N/A

Special safety equipment used: ☒ Hard Hat ☒ Safety Glasses ☐ Hearing Protection ☐ Foot Protection  
☐ Hand Protection ☐ Class 3 Gloves ☐ Class 0 Gloves ☐ Rubber Sleeves ☐ Harness ☐ Other: N/A

Exposure to extreme changes in temperature or humidity: ☐ Yes ☒ No      Comments: N/A

Employee works: Inside 90 % Outside 10 % Total: 100 %

Employee's Signature: \_\_\_\_\_ Date: \_\_\_\_\_