

WEST RIVER ELECTRIC ASSOCIATION
WALL, SOUTH DAKOTA

POSITION DESCRIPTION

COMMUNICATIONS SPECIALIST

I. OBJECTIVES:

- A. To provide assistance to the Marketing and Member Services department with programs and services that promote member services and enhance the image of the cooperative to its members and general public.

II. REPORTING RELATIONSHIPS:

- A. Reports to: Manager of Communication and Public Relations

III. RESPONSIBILITIES AND AUTHORITIES:

- A. Performs the following activities unique to this position:
 - 1. Assist with content development for the website, social media and written media for both internal and external communications.
 - 2. Assist with website and social media updates.
 - 3. Develop digital media, billboard, and monthly bill stuffer content.
 - 4. Develop and implement member communication and information programs to increase member awareness of program and services offered by the cooperative.
 - 5. Participate in development of the Cooperative Connections magazine and manage communications through the cooperative website and social media resources.
 - 6. Assist with strategic improvement of WREA's target marketing platform by identifying target audiences and develop marketing content to be distributed across various platforms.
 - 7. Collaborate with marketing team to create new ideas for campaigns to support an increase in member satisfaction distributed on multiple communication platforms.
 - 8. Assist with project coordination of special projects including NRECA Youth Tour, Scholarships, Cooperative Connections Card, Operation Round-Up, etc.
 - 9. Report and analyze advertising reports from various analytics tools.
 - 10. Complete other projects as assigned.
- B. Performs the following activities unique to office employees:
 - 1. Keeps informed on all cooperative plans, programs, policies and procedures.
 - 2. Learns and complies with all of West River's safety rules and regulations.
 - 3. Promote the efficient use of electric energy
 - 4. Exercise care in the use of and security of all cooperative-owned property.
 - 5. Keep supervisor informed of all activities.
 - 6. Is courteous and efficient in handling all member inquiries.

7. Cooperate with other employees in maintaining sound working relationships and high morale, exchanges ideas and job experiences that will benefit the organization and assure continuing progress of the cooperative.
8. Attends and is active in Employee and Safety meetings.
9. Provides support and answers calls during outages.
10. Perform other duties as may be directed by supervisors.

IV. EXTERNAL RELATIONSHIPS:

- A. Members: Effectively interacts with members to promote and explain policies, procedures and programs of the Cooperative. Does everything possible in the position to assess and address members concerns in a courteous and expeditious way and provide the members superior service.
- B. Public: Maintains friendly, cooperative relationships with the general public in the performance of responsibilities. Demonstrates an awareness at every opportunity to achieve increased member and public understanding for support of the Cooperative.
- C. Electrical Contractors, Builders, Realtors: Exchange information and to provide advice and assistance where needed.
- D. Other Cooperatives: Provide assistance and exchange ideas.

V. EDUCATION

Two-year degree in marketing or communications or equivalent is required. A four-year degree in marketing, communications or business is preferred.

VI. EXPERIENCE

Previous experience in a customer service or media field preferred. Strong computer skills required.

VII. JOB KNOWLEDGE

Must be able to acquire within a reasonable time span a working knowledge of the cooperative's marketing programs.

VIII. ABILITIES AND SKILLS

Must be able to perform all duties to complete work assignments as described in the position description. This includes:

- A. Must be able to organize and schedule work to meet deadlines.
- B. Must be able to carry out a variety of activities which require a great deal of attention to detail with a high degree of accuracy.
- C. Must have knowledge of a variety of computer software programs including Microsoft Office products.

- D. Must possess the ability to clearly and concisely communicate, verbally and in writing, in exchanging information with position's supervisor, employees and the general public.
- E. Must be innovative in order to creatively develop new solutions to problems. Seeks, recommends, develops, supports and encourages new ideas.
- F. Must have a willingness to share knowledge and work harmoniously with others.
- G. Must maintain a high level of confidentiality.
- H. Must be able to deal with a variety of people under differing and/or stressful circumstances.
- I. Must have and maintain a South Dakota driver's license and have an insurable driving record.
- J. Must maintain CPR and First Aid certification.

IX. JOB ESSENTIALS/PHYSICAL DEMANDS

- A. Light work-requiring exertion of up to 20 pounds of force occasionally and/or up to 10 pounds of force more frequently. Lifting and carrying of 10 to 50 pounds occasionally. Job requires sitting majority of the time. Primarily inside work at a desk. Must be able to use office equipment such as a copier, computer and printer. Hazards include electrical and mechanical. Some exposure to dust and dirt. Must be able to communicate to individuals and small groups. Must be able to read, write and do arithmetic. Requires weighing and measuring, analyzing data and reports, conducting research, implementing recommendations, and coordinating people and resources. Skills in developing plans, procedures and goals required. Must be able to present information to others and work under stress.

X. OTHER REQUIREMENTS

- A. Position is required to reside within 20 minutes of the reporting office.
- B. Position requires regular and reliable attendance at the reporting office.
- C. Position requires travel and occasional overnight travel to attend meetings, seminars, etc.
- D. Work is regularly scheduled Monday-Friday, although weekends, irregular hours, nights, and holidays may be required.
- E. Position requires working at the Cooperative's Annual Meeting, Appreciation Days and any other events required by management.

Adopted: 2/28/22