

Tri-County Electric Cooperative, Inc.
Position Description

Job Title: Communications Coordinator
Department: Member Solutions
Reports To: Communications Manager
Effective Date: November 2022
Classification: Non-Exempt

JOB SUMMARY:

Develop, coordinate, and implement plans through member relations that will effectively enhance and inform the cooperative, members, and communities. Produce and/or assist in various communications for internal and external audiences utilizing all effective forms of media. Implement marketing activities and support community involvement and events to increase public understanding and support for the cooperative.

EDUCATION, TRAINING AND EXPERIENCE:

Bachelor's degree with a major in public relations, communications, marketing or related field, or equivalent experience. Proficient writing skills and an aptitude for technology is a plus. Experience with public speaking and all forms of media.

ESSENTIAL FUNCTIONS AND DUTIES:

1. Write content to engage defined audiences with informative, compelling, educational and/or entertaining copy while consistently reflecting the brand voice of the cooperative in writing style.
2. Assist in the development and execution of communication and marketing strategies that ensure consistent, high-impact activities and messaging to improve our ability to communicate the cooperative's mission.
3. Produce, maintain, and manage all communications to our members, including but not limited to cooperative's website, correspondence, outages, and any social media.
4. Educate the public on matters affecting the electric utility, e.g., regulations, policies, etc.
5. Execute or promote cooperative youth programs, e.g., safety programs in the schools, Youth Tour.
6. Coordinate event planning and execution.
7. Responsible for social media campaigns and day-to-day activities to include online advocacy, writing editorial content, community-outreach efforts, promotions, etc.
8. Participate in community interest organizations.

9. Execute and promote cooperative outreach programs, e.g. youth trips, safety education, Collegiate Delegate Program, Co-op Connections, Dolly Parton Imagination Library
10. Maintain a positive relationship with the media and field media inquiries.
11. Maintain photography and videography library by taking photos and videos as well as organizing media as appropriate.
12. Ensure all creative materials undergo brand review and adhere to brand guidelines.
13. Stay current with media and marketing trends and proactively search for communication opportunities.
14. Research and analyze marketing information, including market trends, pricing schedules, competitor offerings, Google Analytics, product specifications, and demographic data and act as a go-to resource for up-to-date, accurate research and marketing information.
15. Perform duties in accordance with all policies, rules, regulations and laws pertaining to Tri-County Electric.
16. Serve members and customers by taking appropriate action on requests and questions and ensuring they are treated with courtesy at all times.
17. Maintain effective communications with all departments to ensure coordinated efforts and understanding in carrying out objectives. Work to obtain mutual agreement on problems involving coordination.

KNOWLEDGE, SKILLS AND ABILITIES:

1. Knowledge of state and federal laws and regulations.
2. Ability to perform work with a high degree of accuracy and in a timely manner, with focused attention to detail.
3. Ability to relate well to diversified groups as well as individuals. Ability to listen, as well as to present and explain circumstances and results that can be complicated at times.
4. Excellent personal computer skills that include spreadsheet and word processing.
5. Ability to plan, prioritize and manage a variety of activities, work independently and project a favorable image for the cooperative.
6. Knowledge of public and media relations and ability to speak to the public.
7. Ability to communicate effectively in oral and written form.

OCCASIONAL RESPONSIBILITIES AND DUTIES:

1. Participate in technical, professional and community activities.
2. Organize employee functions and meetings.
3. Attend cooperative meetings as requested.
4. Travel by automobile or airplane to various locations for work, training or planning purposes.
5. Assume other activities and responsibilities from time to time as directed.

SUPERVISION RECEIVED AND EXERCISED:

Receives general guidance and direction from the Communications Manager.

PHYSICAL REQUIREMENTS:

1. Frequent standing, walking, sitting, bending, squatting, twisting, kneeling, climbing, balancing, lifting and carrying equipment between 10 – 50 pounds.
2. Must possess visual acuity and manual dexterity to read, operate camera, vehicle, keyboard, etc.
3. Ability to listen and communicate orally.
4. Work is varied in nature and is performed with regular interruptions. Subject to irregular hours.

This position description is not intended to be all-inclusive; an employee will also perform other job responsibilities as assigned by the immediate supervisor or management.

Management reserves the right to change position descriptions, specifications or work schedules to accommodate individuals with disabilities or as the need arises.

This position description does not constitute a written or implied contract of employment.

Pursuant to the Oklahoma Medical Marijuana Patient Protection Act, TCEC employees whose position(s) involve tasks or duties which TCEC reasonably believes could affect the safety and health of the employee performing the task or others are still subject to discipline under TCEC's drug-testing policies for violations of said policies due to the usage and/or possession of marijuana.