



## Job Description Communications Specialist

**Department:** Communications & Marketing

**Last Updated:** 02/05/2021

**Reports To:** Manager, Communications & Marketing

**Classifications:**

<input checked="" type="checkbox"/> Non-Bargaining Unit	<input checked="" type="checkbox"/> Exempt	<input type="checkbox"/> Supervisory	<input type="checkbox"/> Senior Staff
<input type="checkbox"/> Bargaining Unit	<input type="checkbox"/> Non-Exempt	<input type="checkbox"/> Non-Supervisory Management	<input type="checkbox"/> Executive Team

**Supervises:** n/a

*Job descriptions are subject to modification to reasonably accommodate individuals with disabilities, depending on risk to health and safety of the employee and/or others. The basic requirement of every position is to perform all tasks as assigned. Duties and scope of position may change based on needs of the Company. This document does not create an employment contract, implied or otherwise.*

*GLE staff members are required to work in a safe manner in accordance with regulatory standards and requirements and with the procedures listed in the Cooperative's Safety Handbook.*

*Efficient and cooperative work is required of staff, which includes regular, dependable, punctual attendance except when required by law, and timely and accurate performance of duties.*

**Position Summary:**

Coordinate and support Company communication and marketing engagement efforts with employees and members, including fiber and Truestream initiatives using written and electronic communications as well as brand storytelling. Build positive internal and external awareness of the Company and its products and services.

**Experience/Education:**

- High school diploma or equivalence certificate in addition to proficiency in corporate communications, typically attained through a bachelor's degree in communications, English, marketing, or graphic design and one or more years of experience, or equivalent experience/education.
- Competent with Cooperative programs, products and services
- Proficient with Microsoft Office: Excel, Word, Outlook, PowerPoint.
- Competent with Adobe: Acrobat Pro DC, Photoshop, InDesign.
- Proficient with position-specific software, applications, social media platforms and analytics, and blogging tools.
- Public speaking experience.
- Proficient in writing and editing for print, email and social channels.
- Experience managing online organizational presence through social media.
- Competent in web based communications and survey programs including WordPress.
- Proficient with position-specific hardware and equipment such as digital photography and photo editing.
- Competent with proofreading and publication layout and design.
- Competent with general office equipment.

**Essential Duties/Responsibilities:**

- Coordinate Company and Truestream subsidiary online presence including website and social media platforms; source and curate content; increase online member engagement through effective communication of initiatives and programs; remain abreast of the latest technology, services and platforms.
- Write and edit monthly employee news stories, informing employees of Company activities and affiliate products and services; source, write, assign, and edit articles; provide and assign photography; coordinate production and distribution; provide communications forum for employees.
- Track and report on social channels, web, and e-newsletter metrics with an eye on optimization. Analyze metrics across multiple channels in support of digital campaigns.
- Implement digital audits, analyze results, delivers initial findings and recommends strategies.
- Create and place advertising on social and online networks as necessary or directed.
- Contribute articles and photographs for various Company and industry publications such as *Michigan Country Lines* magazine and *PowerTalk* bill insert.
- Coordinate web-based e-mail communications. Develop, write and edit monthly e-mail newsletter content and specific e-mail communications to inform and educate members on various services.
- Assist with coordination of member information meetings with members and employees; schedule speakers; ensure active participation and positive communication of information; present information as appropriate; respond to member concerns and inquiries.
- Support sales and marketing programs and maintain consistent corporate image by assisting with development, production, and distribution of advertising, promotional and collateral materials.
- Manage and track content development and perform updates to Company Intranet and external sites and platforms. Work with other departments and vendors as necessary to ensure consistency and effectiveness.
- Write, edit and distribute press releases, blog articles and other corporate communications as directed.
- Respond to member inquiries concerning Company programs beyond the realm of member service staff.
- Work to enhance the Cooperative's image and promote Cooperative values in our communities by participating in such organizations and activities as energy seminars, home shows, Public Relations Society of America, chambers of commerce and other community service organizations.
- Maintain knowledge of consumer and industry trends and print and digital communications and marketing tools; make brand strategy recommendations.

**Significant Duties/Responsibilities:**

- Assist staff and departments as necessary to design, develop and produce presentations, letters and publications that will enhance communications with employees and members; assist departments in developing professional and consistent written communications.
- Assist with development of departmental budget.
- Help develop and implement other components of the communications plan and member satisfaction improvement plan and initiatives.
- Document procedures for assigned duties and responsibilities to support position training needs.
- Attend and assist with coordination and promotion of the People Fund, energy seminars, member, community, school and goodwill events to promote strong corporate image, brand

recognition and member loyalty.

- Provide support and back up for all electronic communication sites and efforts, including during on-call or emergency hours.

### **Required Skills:**

- Ability to effectively read, write and speak the English language to communicate in a clear, straight-forward, and professional manner.
- Critical Thinking: using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems.
- Public Speaking: conveying information to an audience effectively through delivery of speeches or presentations.
- Active Listening: giving full attention to what other people are saying, taking time to understand the points being made, asking questions as appropriate, and not interrupting at inappropriate times.
- Active Learning: understanding the implications of new information for both current and future problem-solving and decision-making.
- Problem Solving: identifying problems and reviewing related information to develop and evaluate options and implement solutions.
- Coordination: adjusting actions in relation to other' actions.
- Instructing: teaching others how to do something.
- Service Orientation: actively looking for ways to help people.
- Monitoring: monitoring/assessing performance of oneself, other individuals, or organizations to make improvements or take corrective action.
- Judgment and Decision Making: considering the relative costs and benefits of potential actions to choose the most appropriate one.
- Time Management: managing one's own time.
- Social Perceptiveness: being aware of others' reactions and understanding why they react as they do.
- Persuasion: persuading others to change their minds or behavior.
- Negotiation: bringing others together and trying to reconcile differences.
- Project Management: organizing and directing production of a limited scope plan or undertaking.

### **Attributes:**

- Integrity: Exhibits a high degree of integrity and honesty.
- Diplomacy: able to use appropriate diplomacy and tact with members, customers and other contacts.
- Oral Comprehension: able to listen to and understand information and ideas presented through spoken words and sentences.
- Speech Recognition: able to identify and understand the speech of another person.
- Written Comprehension: able to read and understand information and ideas presented in writing.
- Near Vision: able to see details at close range (within a few feet of the observer).
- Visual Color Discrimination: able to match or detect differences between colors, including shades of color and brightness.
- Time Sharing: able to shift back and forth between two or more activities or sources of information (such as speech, sounds, touch, or other sources).
- Memorization: able to remember information such as words, numbers, pictures, and procedures.

- Selective Attention: able to concentrate on a task over a period of time without being distracted.
- Deductive Reasoning: able to apply general rules to specific problems to produce answers that make sense.
- Manual Dexterity: able to quickly move hand, hand together with arm, or two hands to grasp, manipulate, or assemble objects.
- Visualization: able to imagine how something will look after it is moved around or when its parts are moved or rearranged.
- Originality: able to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

**Additional Preferences:**

- Experience with utilizing and leveraging social media management and analytic tools for business purposes.
- Experience with intranets, websites and web-based communication/marketing tools.
- Experience with Facebook Insights and ads, Google AdWords, Google Analytics, Survey Monkey and Canva.
- A valid Michigan driver's license.

**Problem Solving and Freedom to Act**

Problems are difficult. Methods and procedures are defined. Judgment is required to apply them to the work. Work may be varied but tasks are directly related.

**Working Relationships/Contacts:**

Requires contacts for the purpose of developing or communicating plans, coordinating activities or advising others. Gaining acceptance and influencing others may be necessary.

Internal: Peers, employees, People Fund board of directors.

External: Media, members, general public, peers, consultants, community organizations, vendors, state industry organizations, national industry organizations, other utilities and municipal systems.