

**PIERCE PEPIN COOPERATIVE SERVICES
ELLSWORTH, WISCONSIN**

**POSITION DESCRIPTION
COMMUNICATIONS SPECIALIST**

DEPARTMENT: Marketing

STATUS: Salaried, Exempt

I. POSITION SUMMARY

This position assists with the development and execution of effective member communications, public and community relationships and events, and marketing campaigns that support the overall strategic plans of Pierce Pepin Cooperative Services (PPCS) and SwiftCurrent Connect. The communications specialist coordinates and edits the communication materials to support the image, objectives, products and services of PPCS and SwiftCurrent Connect.

This position is highly visible and present outside normal business hours at cooperative and community events that are sponsored or attended by PPCS and SwiftCurrent Connect.

II. REPORTING RELATIONSHIPS

A. Reports to: Director of Marketing and Growth

III. MAJOR RESPONSIBILITIES

A. Essential Functions – Member Communications and Engagement

1. Provides input into the development of a strategic communications plan to achieve cooperative goals established within the strategic plan.
2. Plans, writes, edits and coordinates member/customer publications and communications in conjunction with Cooperative staff. Ensures all publications are timely, accurate, informative and supportive of the cooperative's objectives.
3. Researches and composes articles for the monthly magazine. Coordinates the design and layout of the cooperative pages, bill print messages, press releases, and news articles to create dynamic and informative member education materials.
4. Supports the development, coordinates production, and distribution of promotional and collateral materials to support member relations and communication programs.
5. Responsible for business, image and lifestyle photography at internal and external events.
6. Assists with the development and responsible for the execution of member relations programs to achieve stated objectives.

7. Assists in developing and managing the communications budget for the cooperative.
8. Assists with the planning and coordination of market research to identify opportunities for increased member satisfaction and engagement.
9. Provides regular status reports on member relations, communication initiatives, and activities. Works in conjunction with the Director of Marketing on projects with outside advertising and marketing agencies and other sources on ongoing campaigns.
10. Coordinates communication events through Touchstone Energy to meet strategic objectives and goals.

B – Essential Functions – Website & Social Media

11. Acts as the primary administrator and lead content creator for the cooperative's social media sites; develops a social media plan to help meet the objectives established within the strategic plan; and coordinates the activities to launch campaigns and track against KPI's.
12. Acts as the primary contact for the cooperative owned websites. Responsible for maintaining websites including performing updates, coordinating and editing content for the website, analytics tracking and presenting for management review and approval.

C – Essential Functions – Community Relations and Events

13. Establishes and maintains consistent cooperative image throughout promotional materials and events.
14. Coordinates development, production, and distribution of promotional and collateral materials to support member relations and communication programs in conjunction with cooperative staff.
15. Plans, coordinates, and participates in member and community events. Develop presentations for communicating with members, customers, and contractors during these events.
16. Maintains knowledge of software and equipment used to perform duties, such as Word, Excel, PowerPoint, Adobe Creative Suite, e-mail, and office equipment such as, digital camera/equipment, copier, and telephone system.

D – General Requirements

17. Seek out new and innovative ways to improve the cooperative experience for members and customers.
18. Cooperate with all employees in maintaining good working relationships.
19. Demonstrates cooperative shared values.
20. Learns and complies with all Cooperative policies, rules, and regulations.

The **Communications Specialist** shall be required to perform any other duties assigned to fulfill the objectives of the Cooperative.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities of personnel so classified.

IV. EXTERNAL RELATIONSHIPS

- A. This position works closely with members, customers, other cooperatives, media, community organizations, outside vendors, and consultants.
- B. Members/Customers: Assists with and responds to applicable questions and inquiries.
- C. Touchstone Energy®: Coordinates communication efforts.
- D. General Public: Maintains good relations in all contacts with the public.

POSITION SPECIFICATIONS

COMMUNICATIONS SPECIALIST

Job Knowledge, Training, and Experience:

1. Education: High school diploma or equivalent; Minimum of a technical school education or bachelor's degree in related field required (or equivalent job experience). Additional training related to communications, journalism, marketing, and public relations is highly desired.
2. Experience: Significant prior communications experience is required (combination of 3-5 years a minimum). Must be computer proficient with Microsoft Word, Excel, PowerPoint, and Adobe Creative Suite and able to work with the departmental budget process. Excellent English grammar and spelling are required for the preparation of publications and reports. Must possess knowledge of office practices and procedures. Prior electric cooperative or telecommunications experience is a plus, but not required. Candidates must be able to demonstrate their knowledge of the Adobe Creative Suite during the interview process.

Equipment Operated: Position utilizes computer terminals, personal computers, fax machines, calculators, copiers, and standard office equipment in the completion of their duties.

Abilities and Skills: Must be well organized, demonstrate initiative and be able to work with minimal management direction. Must be capable of establishing and maintaining good working relationships with members and employees. Must have good written and verbal communication skills, including understanding of AP Style, good grammar, spelling, punctuation, and basic math abilities. Must be comfortable making phone calls, writing emails, and conducting in-person meetings. Must be able to research information, present recommendations to cooperative leadership and negotiate with vendors. Must understand the need for safety, timeliness, and

customer service. Must be able to maintain confidentiality of sensitive information. Must be flexible and able to respond to changing priorities and numerous interruptions.

Physical and Mental Effort:

1. Must be able to sit, walk and/or stand for prolonged periods, up to 7 hours in an eight-hour day, with or without back support.
2. Must be able to perform light physical work, continuously lifting up to 10 pounds without assistance and infrequently lifting up to 30 pounds.
3. Must be able to communicate effectively on the telephone, electronically and in person to provide information and assistance. Must be able to make group presentations.
4. Must be able to move throughout the buildings, from building to building and drive throughout the surrounding area.
5. Must be able to reach in all directions and bend/stoop to store and retrieve items, use equipment, computer, and office equipment.
6. Must have dexterity and hand/eye coordination necessary to operate vehicles and equipment, computer keyboard and communication equipment.
7. Hearing activity requires the ability to participate in numerous conversations throughout the day, both in person and over the telephone.
8. Must have the ability to maintain concentration and focus on tasks requiring timeliness and attention to detail.

Working Conditions:

1. Must be able to complete job duties in an environment with some background noise and frequent interruptions.
2. Must be able to work in an office environment and be outside for required travel and some community events.

Travel: Occasional travel (company vehicle or commercial vehicle /airline) may be required.

After an offer of employment has been made, a physical exam is required which includes both drug and alcohol testing.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. Essential job functions are intended to describe those functions that are primary to the performance of this job, and other job duties include those that are considered secondary to the overall purpose of this job.

This job description does not state or imply that the above are the only duties and responsibilities assigned to this position. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Originated 12/21/98

Revision date: 04/25/25

Pierce Pepin Cooperative Services reserves the right to revise or change the job responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.