

GASCOSAGE ELECTRIC COOPERATIVE

Marketing & Communications Specialist

Job Summary and Objectives

- The Marketing & Communications Specialist assists with the creation, coordination, and implementation components of the Cooperative's organizational marketing strategy, including producing the Cooperative's monthly member newsletter and developing our presence in digital and social media. Our newly established Fiber to Home Internet Service Provider, GTech Fiber is looking for a skilled and experienced Marketing & Communications Specialist to develop and implement effective marketing strategies to promote our services to potential customers. The successful candidate will be responsible for developing and executing campaigns that will increase brand awareness, drive website traffic, generate leads and ultimately, acquire new customers. This role requires experience in graphic design and social media management to produce engaging content that resonates with our target audience for both GTech Fiber and Gascosage Electric Cooperative.

Responsibilities and Essential Job Functions

- Assists in developing a comprehensive organizational marketing strategy as assigned.
- Assists with marketing communication materials. These materials may be targeted to reach members, employees, the general public or special interest groups as needed. These materials may be developed in-house, or through coordination with outside vendors, and will include, but not limited to, various printed items, videos, exhibits, displays, multimedia presentations, digital signage, and online/Web-based materials. Also includes assisting in advertising for use in a variety of media.
- Assists in developing marketing communication plans to promote and enhance member services, product & market research, energy services and member-public relations as assigned. Examples may include, but not limited to, member benefit & education programs, Youth Tour, Operation Round-Up, community involvement opportunities, safety education, and issues management.

- Works closely with co-workers within various other departments to meet their needs for marketing and communications materials.
- Assists with social media sites and news/press releases.
- Assists with the research, writing, editing/proofing, development, maintenance and graphic design of articles, brochures, photographs, communications materials, and web updates.
- Observes all safety rules and attends required monthly safety meetings.
- Learns and complies with all board policies and work rules, and all safety policies, procedures, rules and regulations. Demonstrates understanding by consistently working in a safe, productive manner. Attends training as required.

These statements are intended to describe the general nature and level of work being performed by people assigned to this position. This is not intended to be construed as an exhaustive list of all responsibilities and tasks that may be assigned.

Relationships

- Reports directly to the Office Manager and subsequently to Management. Regularly confers with employees and other departments as needed.
- Maintains an attitude of public service and gives advice and assistance to foster goodwill between the cooperative and its members and prospective members; professionally represents the cooperative to enhance the cooperative's image; develops working relationships with commercial printers and designers, Internet service providers and other business partners as needed; maintains a spirit of "cooperation among cooperatives" by developing working relationships with similarly situated co-op employees in Missouri and across the country; professionally represents the cooperative at various industry-related meetings as assigned.

Physical Requirements

- This position mainly requires sitting to complete work with a computer and telephone. Some walking and standing are also required, as well as occasional lifting and/or carrying and/or pushing/pulling of various items less than 20 pounds. Visual and audio acuity is essential to this position.

Qualifications

To perform the job successfully, an individual should have the following education, competencies and experience:

- A minimum of a two-year degree in a Marketing, Communications or related field (or comparable college courses) in combination with two to three years of experience.
- Proficient in graphic design software, such as Adobe Creative Suite or Canva.
- Knowledge of SEO, Google Analytics and other digital marketing tools.
- Previous experience with videography, photography, managing social media platforms and creating engaging content.
- Proven ability to multi-task and plan/organize work to meet deadlines, all with a high degree of accuracy and attention to detail.
- Strong project management skill and analytical and critical thinking skills with demonstrated problem solving abilities.
- Excellent written and verbal communication skills including ability to make presentations before large groups and deal tactfully and courteously with employees, members and the general public.
- Ability to work as a team player.
- Understanding and appreciation of technology, along with general computer skills and proficiency in using standard office equipment.

Working Requirements & Conditions

- Normal office conditions, some irregular hours may be required. Occasional daytime or overnight travel for training or various errands as needed to complete the responsibilities of the position. 40-hour work week, Monday through Friday.
- All employees must maintain and demonstrate a high regard and respect for the organization's equipment, as well as personal safety and the safety of others.

- All potential candidates are subject to a criminal background check and drug testing prior to employment.
- Random drug and alcohol testing is required of all employees.
- Gascosage shall not employ, on a regular full-time basis, any family members of the Board of Directors or Cooperative employees including Cooperative Management. This policy's prohibition on employment of family members shall not apply to individuals employed by the Cooperative on March 22, 2016, but shall apply to all new hires thereafter. The term "family members" for the purpose of this policy shall mean and include any person who, by blood or marriage (including in-law, half, foster, step and adopted), is a spouse, child, grandchild, parent, grandparent, brother, sister, aunt, uncle, nephew, niece or first cousin of an employee or director.

Gascosage Electric Cooperative is an Equal Opportunity Employer and employment is at-will.