

Job Title Communications Specialist

Cooperative: Lorain-Medina Rural Electric and North Central Electric

DEPARTMENT: Communications

REPORTS TO: Director of Communications

RECEIVES INSTRUCTIONS FROM: Director of Communications

DIRECTS: None

PROVIDES INSTRUCTIONS TO: None

Performance Factors Level:

- 2 Customer Focus
- 1 Teamwork
- 2 Innovation
- 1 Communications
- 2 Initiative
- 1 Quality Focus
- 1 Leadership

Development/Learning Curve: 12 months

I. OBJECTIVES

- A. To maintain and improve the understanding and support of the members for their FESCO Member Cooperatives' purposes, objectives, policies, plans, and programs through well planned, effective, and informative newsletter, website, member handbook, annual and other member informational meetings, and through personal member contact by department personnel.
- B. To establish and maintain understanding of the Cooperative policies, plans, and programs among Cooperative employees, members of the Cooperative, media contacts and the public.
- C. To participate and provide support services in other department activities.
- D. To promote goodwill and positive relationships between the Cooperative, its members, and the public.

II. RESPONSIBILITIES

- A. Safety, Training, and Equipment:
 - 1. Observes standard safety and operating procedures at all times.
 - 2. Maintains a current first aid and CPR training card.
- B. Member Communications
 - 1. Editorial calendar
 - a. Helps develop and adhere to an editorial calendar that provides consistency and direction for all external communications.
 - 2. Ohio Cooperative Living Magazine
 - a. Local Pages: Works with the Communications staff to produce the center local pages of Ohio Cooperative Living magazine for all FESCO Member Cooperatives by designing the layout to best present the stories, photographs and Co-op advertising provided.

- b. Annual Report: Works with the Communications staff to produce the annual report for all FESCO Member Cooperatives to be published within one month of the annual meeting.
- c. Assists with the coordination of meetings throughout both cooperatives.
- d. Relationships: Maintains positive working relationship with staff members of Ohio Cooperative Living magazine in order to publish an attractive, informative monthly newsletter within the master section of the magazine.

3. Literature

- a. Works with the Communications staff to develop or obtain flyers, brochures, booklets, and other literature used to inform the membership about the Cooperatives' policies, programs, and about the wise, safe, and efficient use of electricity.
- b. Works with the Communications staff on the timely distribution of this literature.
- c. Works with the Communications staff and the Cooperatives' designated webmaster on the websites design, upkeep, and content display.
- d. Responsible for the timely updating and verification for accuracy of information displayed on our Cooperatives' websites.
- e. Relationships: Maintains positive working relationship with the Cooperatives' designated webmaster in order to publish an attractive, informative, and interactive website.

4. Social Media

- a. Works with the Communications staff to coordinate the cooperative's social media presence by developing strategies and content that engages members and the community.

5. Outage Communications

- a. With and at the direction of the Director, creates and publishes content for members on various communications channels related to outages which may include after hours and weekend work.

C. Media Contact

1. Relationships

- a. Contacts and works with area newspapers, radio stations, and television stations to develop positive working relationships to increase their awareness of electric energy, the rural electric program, and Cooperative programs and activities.

2. Advertising

- a. Works with the Communications staff to develop and disseminate newspaper, radio, TV, and outdoor ads and brochures dealing with safety, economic development, cooperatives, image, and electric marketing.
- b. Works with the Communications staff to place radio and newspaper press releases to inform members about major outages due to storms or maintenance and to promote the Cooperatives' marketing, and member programs.
- c. Works with the Communications staff on the development of signs, posters, banners, and displays used at the office, shows, and fairs.
- d. Ensures that the use of the Cooperative's logo and Touchstone Energy logo and tagline are used in compliance with local, state, and national standards.

D. Internal Communications

1. Responsible for the continual maintenance of the FESCO Directory.
2. Works with the Director of Communications and others on article gathering, picture taking, layout and publishing of the employee newsletter.

E. Representing the Cooperative

1. Attends OREC, Buckeye Power and NRECA meetings dealing with communication issues, as directed.
2. Attends institutes and training programs, lectures, and seminars, as directed.
3. Promotes Cooperative goodwill through participation in community activities and by conducting him/herself at all times in a courteous, moral, and ethical manner so as to reflect credit to him/herself and to the Cooperative.
4. Reviews professional trade and other news periodicals.
5. Represents the cooperative by acting as administrator for the Operation Roundup People Fund board at quarterly after-hours meetings

F. Other

1. Performs other duties as assigned.

III. QUALIFICATIONS

- A. Education: Solid Educational Background – Associate degree in communications, journalism, or related field required; Bachelor's degree preferred.
- B. At least 2 – 3 years of relative work experience which includes photography and videography, print journalism, print layout, interacting with the public, coordinating social media, and developing and implementing advertising and public relations plans is preferred. Equivalent combination of education and experience will be considered.
- C. Technical and journalistic writing skills are required.
- D. Computer literacy using Microsoft Office and a clear demonstration of excellence in the use of Adobe Creative Suite is required for editing photographs, graphics, and video as well as print layout.
- E. Demonstrated skill at photography and videography of people, equipment, and hazardous action in all weather conditions.
- F. Physical and Mental Requirements:
 1. Machine Skills: Must be able to operate a personal computer, 10-key calculator, mobile two-way radio, telephone, digital still and video cameras.
 2. Mental demands: Must have the ability to work steadily for prolonged periods of time, doing both a variety of tasks and repetitive work, with many interruptions, deadlines, with a high degree of accuracy and under a heavy workload, if necessary.
 3. Physical Demands: Requires sitting, climbing, stooping, kneeling, crouching, crawling, balancing, reaching, standing, feeling, hearing, talking, walking, grasping and fine motor skills. Pushing and pulling equipment and materials up to 100 lbs.
 4. Visual Acuity: Visual and depth perception are required for the job.

5. **Work Environment:** Time working in this position will be both inside and outside. The position is subject to outside environmental conditions, those being both extreme heat and extreme cold at times, with no effective protection from the weather. The work includes exposure to dirt, dust, fumes, oils, chemicals, vibration, loud noises, and other hazard relative to work in and around member's home or business.
6. **Physical Appearance:** This position has frequent contact with the general public. Therefore, certain physical appearance requirements are to be followed by employees in this position. Employees will keep their hair well groomed, facial hair will be neatly trimmed, and keep the use of makeup to a minimum. Employees will wear the appropriate office attire as prescribed by management.
7. The above statements are intended to describe the general nature and level of work being performed in this job. This description is not intended to be an all-inclusive list of responsibilities, duties, and requirements for personnel in this position. This job description is subject to change throughout the year as needed.

G. **Exempt Status:** Exempt: This position is not subject to overtime requirements of the Fair Labor Standards Act, as amended.

H. **Special:**

1. **License and Certification:** The individual serving in this position must possess and maintain a valid Ohio driver's license. Standard first aid and CPR certification is required.
2. **Other:** This position requires the ability to read and understand technical drawings and specifications, complete routine reports and have the ability to meet and deal tactfully and courteously with co-workers, associates, member-consumers, and the public.