

# COMMUNICATIONS SPECIALIST

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Non-Exempt Status

NRECA Job Code 14Z

Reports To: Member Relations Supv.

Supervises: No Supervisory Responsibilities

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## **Pre-requisites**

Education: Must have a Bachelor's degree in Communications, Journalism, English or related field.

Experience: Prefer one year experience in the communications field; ideal candidate possesses experience in rural electric cooperative operations.

## Skills/Abilities:

- Excellent written and oral communication and professional presentation skills to tactfully and courteously communicate with the general public, members, and fellow employees.
- Proven ability to create, produce and disseminate high quality materials in effective, efficient manner.
- Proficient in word processing. Knowledgeable in Adobe products for desktop publishing and graphics and photo editing software.
- Knowledge of digital photography, photo composition and layout.
- Competent in coordinating projects with other employees.
- Ability to multi-task, consistently meet deadlines, and prioritize changing workloads.
- Identify and solve problems.
- Possess the capability to work effectively as a team member.
- Must be willing to travel and attend functions and educational events relevant to position.

Other Requirements: Must have a valid Texas driver's license.

The following are essential functions of this position and not intended to be all inclusive. An employee may be directed to perform other reasonably related job duties and responsibilities. MEC reserves the right to revise or change the job duties and responsibilities as the need arises. The position description will be updated accordingly. This position description does not constitute a written or implied contract of employment.

## **Typical Responsibilities Include**

This position is responsible for collecting and presenting all written cooperative and related industry information to Medina's members, employees, and the media.

1. Prepares, edits, and publishes publications by the assigned deadline dates. Activities include writing articles, soliciting articles from employees, photography, page layout and design, editing materials written or submitted, establishing mutually agreed on deadline dates, correcting proofs, proofreading, and generally ensuring high quality for the publications. This includes, but is not limited to, the *Texas Co-op Power* magazine, employee newsletters, press releases, and any other special publications.
2. Monitors newsworthy MEC activities; writes text, supplies photos and coordinates the timely production and distribution of news releases to the media in the area, including newspapers, radio, and television stations.
3. Updates website content; develops new elements to enhance/upgrade information.

4. Handles digital photography work, including video camera work, as assigned or requested. Organizes and maintains employee, director and general photo library.
5. Responsible for creative strategy, media strategy, message development, and creative production for brand advertising.
6. Responsible for creating and producing of materials related to annual membership meeting including candidate profiles, "mail ballot" materials, affidavits, proxies, any new forms, and ensures that postal service requirements are properly met.
7. Assists with video production and other related events.
8. Responsible for creating, developing and maintaining a variety of electronic media including MEC TV.
9. Serves as service bureau to all employees for publications, graphics, speech writing/editing, visual and oral presentation development, and presentations.
10. Assists in developing department budget. Tracks all communications pending, ensures statements are correct, paid in a timely fashion, and assigned to the correct budget.
11. Develops all member communications including composition, layout, design, etc. This includes, but is not limited to, the monthly state-wide membership magazine, monthly employee newsletter, and other publications such as annual reports, media kits, newspaper advertisements, public service announcements, billboards, and phone book advertisement.
12. Coordinates all Member Advisory Group (MAG) functions. This includes notifying group members of regular and special functions, and making arrangements with restaurants for meals and securing hotel reservations.
13. Develops and delivers presentations at MAG meetings as needed and acts as the Cooperative's liaison with MAG members.
14. Assists in the administration of the Scholarship Program, Youth Tour, Operation Round Up, and Co-op Connections.
15. Assists in the planning and coordinating of the Cooperative's annual membership meeting.
16. Responsible for taking most photographs published in the Cooperative's state-wide membership magazine, employee newsletter, and advertising.
17. Maintains the Cooperative's Internet website.
18. Coordinates all MEC news releases with news and radio media.
19. Attends seminars, in-house training, and other functions relevant to position. Travel may include overnight stays and traveling alone.
20. Performs all duties in accordance with applicable safety, policy, and procedure manuals.
21. Learns and applies the rules and regulations of the Cooperative including bylaws, tariff and the Substantive Rules of the Public Utility Commission of Texas.
22. Must be able to drive and maintain a current Texas driver's license.
23. Conduct must reflect a professional image when in contact with members, general public, and employees.
24. Performs any other duties as assigned.

### **Physical Demands and Working Conditions**

Works in a climate controlled office environment 90% of the time and outdoors 10% of the time to obtain photos and articles related to Cooperative's publications. Requires sitting, standing, walking, bending, and reaching. Requires good finger dexterity, repetitive motions with hands and fingers. Requires ability to have good vision and hearing. Occasionally requires driving a vehicle and traveling alone. Must be able to lift and/or carry materials weighing up to 20 lbs. Attendance and punctuality is a work requirement.