



Director of Communications/Exec Assistant			
Department	Communications	Reports to	CEO/General Mgr
FLSA Status	Exempt	Supervises	None
Posting Date	1/1/2023	Schedule	M-F 8:00 AM to 5:00 PM

Position Summary

Under the supervision of the CEO, oversees the cooperative’s marketing and communications activities which secure strong member and community relations, while increasing public understanding and support for the cooperative. This includes The Cooperator Newsletter, coordinating activities of the Kay Electric Charitable Foundation K-UP, Youth Tour and Energy Camp programs, the Cooperative’s District and Annual Meetings, and directing the Cooperative’s external advertising campaigns. Serves as the Cooperative’s media point of contact. Provides direct administrative support to the CEO and Board.

Qualifications

Associates Degree in communications, marketing, mass communications or similar discipline is desired and/or a minimum of four years-experience in a progressively responsible communications or marketing position is desired, preferably with a consumer-owned or publicly held utility system. A minimum of three years-experience in maintaining effective relationships, both within and outside the organization, is desired. Must be able to write legibly, read and comprehend material. Must be personable and customer oriented.

- Must be able to complete all assignments with attention to detail and accuracy.
- Must be able to work calmly and effectively under pressure.
- Must maintain confidentiality with sensitive information.
- Must have a thorough working knowledge of desktop publishing, media communications techniques, public speaking, and marketing.
- Must interact well with internal/external customers, handling inquiries and correspondence.
- Conveys professional interaction at all times, thereby maintaining positive relations.
- Displays and encourages team effort for maximum efficiency and productivity.
- Must be able to operate standard company technology/equipment, including a working knowledge of Microsoft programs and other software applications pertinent to the Cooperative’s system (Windows operating system and Microsoft Office at a minimum).
- Must be able to operate communications platforms for Website, Facebook, Constant Contact, and Call Fire Phone/Text messaging.
- Must be able to attend periodic seminars, training programs, conferences, civic and professional events, along with various evening meetings.

Key Duties and Responsibilities

- Coordinates membership meetings to maintain effective contact with the membership.
- Interprets data gathered through appropriate member surveys to facilitate member services.
- Develops and supervises member communication and information programs including the monthly member magazine/newsletter and other special-audience publications so that consumers are aware of programs and services which may be of benefit to them.
- Coordinates and general oversight of outside communications vendors, to include print, design, newspapers, radio, etc. Responsible for maintaining Coop social media, including website.
- Coordinates and provides general oversight of outside communications vendors, to include print, design, newspapers, radio, etc. Also responsible for the office cleaning contractor and staff.

- Assists with the development of marketing activity communications to promote the continued and increased sale of electricity, use of special rates, rebates, and other customer services.
- Plans and conducts information and communication training programs for Cooperative employees to assist in keeping employees informed and current regarding the services provided to the public and to assist them in providing this information to the consumers.
- Organizes Board meetings, special meetings and strategic planning sessions including travel arrangements (when required) and meeting registration for board of directors.
- Maintains Kay room calendar, communicating with those requesting use of the facility. Ensure outside groups properly setup and cleanup.
- Develops and places effective newspaper advertising materials and radio spots to promote marketing programs and other Cooperative events within Kay Electric territory.
- Plans, organizes and carries out annual luncheons for large power loads and special events.
- Plans and carry out the District Meetings, Minuteman Meetings, Annual Meeting, Foundation meetings that assist with keeping our members informed.
- Actively participate in civic, community, and government groups to promote public relations.
- Responsible for creative strategy, media strategy, budget, management, message development, creative production, ad plan implementation and ad tracking for brand advertising. Responsible for message development.
- Produces Cooperative sales and informational materials including flyers, forms, booklets, brochures, customer letters, bill stuffers and new member packets. Responsible for the research, writing, editing, photography, and graphic design of these materials.
- Serves as the Cooperative media liaison for crisis communication procedure.
- Manages corporate donations. Reviews/evaluates donation requests and determines donation amount (within budget) in relation to perceived community value. Serves as representative to all solicitors. Maintains current ledger of budget balance with records of donation recipients.
- Keep informed regarding corporate communications and work to develop and maintain an exemplary level of communication skills, both within and outside the utility field.

General

- Learns and maintains thorough working knowledge of Cooperative Bylaws, policies, procedures, and safety manual as it relates to duties of this position.
- Communicates and interprets the Cooperative Mission Statement, strategic goals and policies to establish direction and to obtain understanding and commitment from the employees.
- Assist when required to develop recommendations for organizational structure and staffing to accomplish program goals by the most effective and efficient utilization of available resources.
- Maintains effective internal and external relationships to enhance information transfer, productivity, and the ability to influence decisions of others.
- Represents the CEO as assigned to insure adequate representation of the co-op interests.
- Cross-train with other positions and perform other duties as directed by the CEO.

Physical Demands & Working Conditions

- Frequently operates standard office machines to include phone, computer, copy machine, and fax of all which require touch and vision.
- Must be able to sit or stand for lengthy periods of time and be able to lift 10 pounds.
- Occasional work outside of normal working hours, otherwise generally accepted office working conditions.

Send Resume to jobs@kayelectric.coop before 1/31/2023

IMPORTANT: This position description is not intended to be all-inclusive; an employee will also perform other reasonably related job responsibilities as assigned by immediate supervisor and other management as required. This organization reserves the right to revise or change job duties as the need arises. This position description does not constitute a written or implied contract of employment. Management reserves the right to change position descriptions, job duties, or working schedules based on their duty to accommodate individuals with disabilities.