



Job Title: Communications Coordinator	Reports to: Marketing & Communications Manager
Department: Customer Experience	Job Grade: 6
FLSA: Non-Exempt	Union: No
Date: May 2022	GM Approval:

FUNCTION:

Under the general direction of the Marketing & Communications Manager, this position is responsible for complex confidential administrative work assisting SELCO to discharge the duties and ensure the efficient operation of the organization. Responsible for citizen engagement through media marketing; implements an integrated communications strategy for SELCO, incorporating media broadcasts, written materials, and media trends and applications. Work includes conceptualizing, developing, and implementing media and advertising campaigns, marketing programs, and various special projects that positively represent SELCO's services and values.

ESSENTIAL JOB FUNCTIONS:

- Works with Marketing & Communications Manager to ensure that all SELCO outreach and communications are conveyed in a consistent and professional manner; attends various staff meetings, public meetings, events, celebrations, press conferences, etc. to gather, communicate, and promote information relevant to SELCO programs, services, and policies to internal and external stakeholders
- Collaborates closely with the Marketing & Communications Manager online presence; edits, promotes, and assists in maintaining SELCO's social media and outreach accounts, ensuring compliance with established guidelines and consistency in messaging; and responds to citizen questions and comments when applicable. Continuously improves by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information. Monitors both internal and external social media accounts and provides accurate information as required.
- Prepares and publishes agenda for SELCO Board of Commissioner meetings; maintains Board meeting calendar and coordinates all meeting preparations including reserving rooms, booking public access coverage and room setup. Meetings may be held outside of normal business hours. Prepares monthly Board packet; attends Board meetings including Executive Session; takes and transcribes minutes. Processes incoming mail to the General Manager and Board.



- Serves as the primary point of contact for all SELCO public records requests, coordinates fulfillment with appropriate SELCO staff and provides an aggregated response.
- Performs other special project functions as required, or as assigned by the Marketing & Communications Manager.

KNOWLEDGE, SKILLS & ABILITIES:

Thorough knowledge of office procedures, town government, municipal operations and departmental relationships.

Ability to work independently and as a member of a team. Ability to meet and interact with the general public and town employees effectively and appropriately. Ability to handle problems and make decisions. Ability to communicate clearly, both orally and in writing. Ability to maintain confidential information. Ability to maintain, manage and organize complex records. Ability to meet required deadlines.

Word processing, spreadsheet and database skills; familiarity with graphic design (e.g. Adobe Creative Cloud), and video editing software applications; communication, problem-solving, and organizational skills.

Strong understanding of the principles of marketing. Excellent copywriting and communication skills required. Must be creative and innovative.

Proven writing and editing experience (sales, copywriting, newsletter, etc.) is required.

Market research experience and/or knowledge of market research methodology are essential. Strong attention to detail and ability to provide accurate assessments of market data to support major business decisions.

A solid understanding of design/layout concepts, typography, and multi-media marketing strategies and production is required. Should be familiar with production of graphics and short form videos for online/digital marketing and social media.

Ability to market programs and ideas; to communicate effectively both verbally and in writing; to establish positive public relations for the organization, department and/or division; and to interact effectively with a wide variety of people.

Working knowledge of the electric utility industry and the cable industry.

Knowledge of utility energy efficiency, conservation, load management, and green power programs.

Ability to find and attend trainings on technology and social media strategy as outlets expand.



QUALIFICATIONS:

Bachelor's Degree; three years of progressively responsible experience in marketing and communications; experience in a municipal setting, office management and/or customer service; or an equivalent combination of education and experience.

SUPERVISORY RESPONSIBILITY:

None.

WORKING CONDITIONS/PHYSICAL DEMANDS:

Work is performed under typical office conditions, with regular interruptions to respond to requests for information or service. The workload is subject to predicted fluctuations. Regular schedule includes two to four morning or evening meetings per month.

May involve attendance at meetings, community events, and occasional travel to other communities; may be outside normal business hours.

Must be available during outages/emergency situations to assist with public communications.

The employee operates standard office equipment.

The employee has constant contact with the general public, other town department personnel and department heads, and outside organizations, which requires extensive knowledge to obtain or furnish information or provide assistance. Contact is by telephone, fax, correspondence, e-mail, and in person.

Confidentiality required.

Errors could result in delay or loss of service and legal repercussions.

Minimal physical effort is required to perform duties under typical office conditions. The employee is frequently required to stand, walk, sit, speak, hear, and use hands to operate equipment. Vision requirements include the ability to read routine documents and use a computer.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.

***External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.**