



JOB POSTING

Job Title: Media and Content Specialist

Location: Kaufman

Posting Date: 06/16/2022 – until filled

Summary

The position is responsible for assisting with development and implementation of the Cooperative's communications and marketing program including, but not limited to internal and external corporate communications, marketing strategy, member publications, advertising campaigns, social media and website content, graphics design, writing, editing, proofreading, photography and video. This position is responsible for planning and coordinating the distribution of material for publications along with the review and evaluation of such. This position identifies, develops and cultivates relationships with local media outlets and other outside contacts.

Responsibilities and Authorities

Within the limits of approved board policies, operating guides and procedures, assumes responsibility and has commensurate authority for the following activities:

- Assist with the execution of internal and external corporate communications, marketing strategy, member publications, office materials and digital platform content
- Assist with the creation and implementation of marketing plans, including product and services positioning, campaign strategies, and market strategy insights
- Develop promotional advertising campaigns for the Cooperative using social media and traditional media such as trade shows, website content, press releases, catalogs, brochures, trade journals, periodicals, or personal contacts.
- Monitor, document and analyze website and social media reach and engagement using Google Analytics and other monitoring tools and prepare monthly reports
- Maintain and update the Cooperative's website
- Analyze communication initiatives, plans, messaging and creative design
- Assist in developing and implementing social media, website and member email strategies
- Assist with internal employee communications, content and design
- Assist with member satisfaction and proprietary member research processes
- Participate in the development of member products, services and communication resources
- Establish effective media, business partner and marketing affiliate relationships
- Establish metrics and prepare monthly reports

- Grow and maintain a high level of skills and proficiency with job-related advances in technology
- Maintain contacts and regular communication with a network with all area newspapers, digital media, and radio/television stations in the TVEC service area
- Write, edit, proofread and take photos for the Cooperative's newsletter and other publications to enhance the Cooperative's image and keep members and the general public informed.
- Assist with the Crisis Communication Team as it relates to the Cooperative's Disaster Recovery Plan.
- Assist other departments when required relating to communications with members, employees, vendors and contractors
- Collects and analyzes monthly data on website traffic and social media performance
- Follow personnel and safety policies, procedures and regulations.
- Exercises a high degree of discretion and emotional control during periods of extreme stress in working with members, board members, employees and other individuals, any of whom may be from diverse cultural backgrounds, and diverse socioeconomic backgrounds, as well as working with professional staff, regulatory staff, and oversight agencies.
- Perform any other duties as assigned by the Chief Communications Officer and/or General Manager/CEO.

Education

A four-year degree in journalism, communications or marketing is preferred. Related experience in media or corporate communications is beneficial.

Experience

A minimum of one year of experience in marketing, advertising and media communications is preferred. Three years' experience may be substituted for education.

Job Knowledge

Must possess effective working knowledge and skills in the areas of marketing, advertising, writing and photography.

Abilities

Must have strong written and verbal communication skills with an emphasis on presenting information to both internal and external audiences. The ideal candidate will have strong interpersonal skills, ability to effectively handle competing priorities and complete assignments in a timely manner and must be able to work independently as required. Must be able to understand and prepare oral and written presentations of complex materials. Computer skills are required to perform essential job functions. Familiarity with Adobe Creative Suite products, including Photoshop, InDesign and Illustrator are a plus. Use of Excel, Word, Power Point, Access, and Microsoft Outlook is required. Must be able to communicate to individuals and small groups. Must be familiar with website Content Management Systems, particularly WordPress. Must be able to read, write and do arithmetic. Requires measuring, document and analyzing data and reports, conducting research, implementing recommendations, and coordinating people and resources. Skills in developing plans, procedures and goals required. Must be able to present information to others and work well under stress. Some driving within the TVEC service area is required, must possess a valid driver's license, and remain insurable by Cooperative automobile insurance carrier.

Working Conditions

Must be able to work outside of normal business hours as needed. Will occasionally require travel outside the cooperative service area. General office environment with outdoor assignments as required.

Physical Requirements

Light work, requiring exertion of up to 20 pounds of force occasionally and/or up to 10 pounds of force more frequently. Lifting and carrying of 10 to 50 pounds occasionally. Job requires sitting for extended periods. Must be able to use office equipment such as a copier, computer and printer. Hazards include electrical and mechanical. Some exposure to dust and dirt.

This job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

Due to the nature of an electric utility, all employees are subject to working extended hours, holidays, nights, and weekends with or without notice

How to Apply

- Internal candidates are to notify the Human Resources Department of their interest.
- External candidates may apply at any TVEC office, www.tvec.net, submit resume to P.O. Box 888, Kaufman, TX 75142 or email to addresses below:

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