



781 E. INDUSTRIAL BLVD
PUEBLO WEST, COLORADO 81007

719.547.2160

Communications Specialist

Department: Administration
Report to: Communications Manager
Wage Category: Non-Exempt

Job Statement

1. Assists in the planning, development and implementation of the Association's formal communications with its members, Board of Directors, employees, affiliated organizations, media, and the public using various mediums including traditional and social media channels.
2. Assists in developing strategies to address issues affecting the membership with public relations, advertising, grass roots and educational campaigns

Essential Functions

1. Assists in preparation of the Association's communication strategy and execution plan
2. Assists in preparation for the Annual meeting
3. Assists in the development of an interactive relationship with community, civic and governmental bodies to broaden the Association's public relations base.
4. Research event opportunities and make recommendations for participation in festivals, fairs, shows, benefits, etc.
5. Assists in the plan and implementation of useful community/educational activities.
6. Participate in activities, shows, displays, and other events. May, from time to time, be assigned to lead in these events and activities.
7. Handle photography work, including video camera work, as assigned or requested. Organize and maintain general photo and slide library.
8. Performs other duties as assigned by Communications Manager.
9. Assists in development of graphic design, photography and video to enhance Association's communications, advertising, marketing, safety and other programs.
10. Payment and tracking of all expenses associated with the Communications Department.
11. Familiarity with cooperative principles and the rural electrification program and a general understanding of the electric industry is desirable.
12. Possess the ability to design and layout publications in a professional and attractive manner.
13. Capable of functioning effectively and well under deadline pressure with little or no supervision.
14. Must possess the ability to gather, interpret, and organize large amounts of often technical information and to communicate that information in a clear, concise, professionally written and graphically appealing format.
15. Solid interpersonal and communication skills (verbal and written) and the ability to be an effective member of a communication's are required
16. Possess a basic familiarity with photography and a well-developed sense of photo composition.

Minimum Job Specifications

Education

Associates degree in communications, marketing/advertising, or related field required.

Experience

1. Preferred a minimum of two years in communications position.
2. Experience and/or training equivalent may be considered depending on the nature and depth of the experience as it relates to the needs of the Association.
3. Experience in the electric utility field is desirable, but not essential.

Physical Demands

The physical demand described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.

1. Requires continuous sitting and use of keyboard/computer and occasional standing, walking, bending climbing, kneeling, reaching, and occasionally lifting up to 25 pounds.
2. Requires finger dexterity, good vision and hearing.
3. Required to speak English clearly.
4. On a daily basis, requires attention to detail; the ability to read, write and perform basic math.
5. Occasional travel by company vehicle is required.
6. Occasional travel by commercial means is required.
7. Office equipment used frequently includes personal computers, related software, copier, printers and fax machines, etc.

Certifications

Must have valid Colorado driver's license

Other Necessary Qualities

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| 1. Ability to express ideas clearly in both written and oral communication | 6. Honesty and integrity |
| 2. Teamwork skills | 7. Interpersonal skills |
| 3. Motivation and initiative | 8. Strong work ethic |
| 4. Analytical problem solving | 9. Flexibility and adaptability |
| 5. Ability to manage complexity | 10. Self confidence |
| | 11. Punctual work attendance |

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.