

COMMUNICATIONS AND MARKETING MANAGER

High West Energy Companies

(High West Energy, Inc., High West Wiring and High West Digital Solutions)

1 POSITION SUMMARY:

To effectively communicate and market the High West companies through communications media, marketing, events planning, value-added program administration, advertising, and sponsorships to the membership, employees, and general public.

2 ESSENTIAL DUTIES AND TASKS:

- (a) Exudes our core values: Friendly, Innovative, Integrity and Hardworking.
- (b) Communicates our mission, goals and strategies.
- (c) Helps to keep our strategic plan aligned with our mission, vision and core values.
- (d) Exhibits excellent member service both externally with members and internally with co-workers (cooperation, timely paperwork, etc.)
- (e) Facilitate strong communications throughout the High West Energy companies.
- (f) Prepare, edit, and publish various publications by the deadline dates. Activities include writing articles, soliciting articles from other employees, photography, page layout and design, editing material written or submitted, establishing mutually agreed on deadline dates with the printer, correcting proofs, proofreading, and generally ensuring high quality for the publications.
- (g) Researches, prepares, edits, designs layout and manages content for the websites and social media.
- (h) Responsible for all aspects of event planning for the cooperative which includes but is not limited to annual meeting, open houses and some employee events.
- (i) Coordinates and administers all value-added programs (scholarships, Youth Tour, Co-op Connections Card, etc.)
- (j) Prepares/sends news releases on newsworthy items of interest to the general public and creates/places advertisements (radio, television, newspapers, etc.) with local media.
- (k) Serves as the media contact for all general inquiries and is responsible for developing positive relationships with reporters/editors to gain positive media publicity.
- (l) Develops brochures and flyers as needed.
- (m) Purchases giveaways and other promotional items.
- (n) Perform other duties as assigned.
- (o) Markets products and services for all High West companies.

3 WORKING/ENVIRONMENTAL CONDITIONS:

Work is performed primarily indoors with some need to work outdoors for special events. Indoors, work is typically performed in the office sitting at a desk or table. The position will need to be able to operate a cooperative passenger vehicle.

4 PHYSICAL REQUIREMENTS (IF ANY):

Must be able to see, walk, hear and speak. Intermittent sitting, standing, stooping, bending and walking. Lifting objects up to 40 pounds occasionally may be required. Reasonable accommodations may be made to those who are able to perform the essential duties of the job.

5 SPECIALIZED SKILLS, ABILITIES AND KNOWLEDGE:

- (a) Basic computer skills with experience in Word, Excel, PowerPoint, desktop publishing software, etc.
- (b) Ability to communicate effectively with members, employees, and the general public; orally and in written format
- (c) Ability to read, analyze, and interpret material used for publication.
- (d) Ability to prioritize and manage multiple assignments.

MACHINES, TOOLS, EQUIPMENT:

Tools and equipment typically used include: computer and basic office equipment.

6 QUALIFICATIONS:

- (a) High school diploma or GED equivalent is required and 5-10 years of experience highly recommended. An Associates/Bachelors degree in Communications is a plus. Must have and maintain a valid driver's license. Successful performance on pre-employment tests may be required.
- (b) The incumbent must be able to pass any required drug test and new hire physical examination. The incumbent must be able to maintain the confidentiality of any information s/he encounters.

7 REPORTS TO:

CEO/General Manager

8 DIRECT REPORTS:

None

This job description is not intended to be all-inclusive. An employee will also perform other reasonably related business duties as assigned by immediate supervisor and other management as required.

Updated 6/06/2018