



## INTERN Communications Specialist

### OBJECTIVES

- To maintain and improve the understanding and support of the members for their FESCO Member Cooperatives' purposes, objectives, policies, plans, and programs through well planned, effective, and informative newsletter, website, member handbook, annual and other member informational meetings, and through personal member contact by department personnel.
- To establish and maintain understanding of the Cooperative policies, plans, and programs among Cooperative employees, members of the Cooperative, media contacts and the public.
- To participate and provide support services in other department activities.
- To promote goodwill and positive relationships between the Cooperative, its members, and the public.

### DUTIES AND RESPONSIBILITIES:

- Observes standard safety and operating procedures at all times.
- Helps develop and adhere to an editorial calendar that provides consistency and direction for all external communications.
- Local Pages: Works with the Communications staff to produce the center local pages of Ohio Cooperative Living magazine for all FESCO Member Cooperatives by designing the layout to best present the stories, photographs and Co-op advertising provided.
- Assists with the coordination of meetings throughout both cooperatives.
- Relationships: Maintains positive working relationship with staff members of Ohio Cooperative Living magazine in order to publish an attractive, informative monthly newsletter within the master section of the magazine.
- Works with the Communications staff to develop or obtain flyers, brochures, booklets, and other literature used to inform the membership about the Cooperatives' policies, programs, and about the wise, safe, and efficient use of electricity.
- Works with the Communications staff on the timely distribution of this literature.
- Works with the Communications staff and the Cooperatives' designated webmaster on the websites design, upkeep, and content display.
- Responsible for the timely updating and verification for accuracy of information displayed on our Cooperatives' websites.
- Relationships: Maintains positive working relationship with the Cooperatives' designated webmaster in order to publish an attractive, informative, and interactive website.
- Works with the Communications staff to coordinate the cooperative's social media presence by developing strategies and content that engages members and the community.
- Contacts and works with area newspapers, radio stations, and television stations to develop positive working relationships to increase their awareness of electric energy, the rural electric program, and Cooperative programs and activities.
- Works with the Communications staff to develop and disseminate newspaper, radio, TV, and outdoor ads and brochures dealing with safety, economic development, cooperatives, image, and



electric marketing.

- Works with the Communications staff to place radio and newspaper press releases to inform members about major outages due to storms or maintenance and to promote the Cooperatives' marketing, and member programs.
- Works with the Communications staff on the development of signs, posters, banners, and displays used at the office, shows, and fairs.
- Ensures that the use of the Cooperative's logo and Touchstone Energy logo and tagline are used in compliance with local, state, and national standards.
- Works with the Manager of Communications and others on article gathering, picture taking, layout and publishing of the employee newsletter.
- Representing the Cooperative
- Promotes Cooperative goodwill through participation in community activities and by conducting him/herself at all times in a courteous, moral, and ethical manner so as to reflect credit to him/herself and to the Cooperative.
- Performs other duties as assigned.

#### **EDUCATION/EXPERIENCE:**

- Education: Solid Educational Background
- Desire to learn facets of communications including photography and videography, print journalism, print layout, interacting with the public, coordinating social media, and developing and implementing advertising and public relations plans is preferred.
- Desire to learn and improve upon technical and journalistic writing skills.
- Computer literacy using Microsoft Office and a clear demonstration of use in the use of Adobe Creative Suite is helpful for editing photographs, graphics, and video as well as print layout.
- Must have the ability to work steadily for prolonged periods of time, doing both a variety of tasks and repetitive work, with many interruptions, deadlines, with a high degree of accuracy and under a heavy workload, if necessary.
- Requires sitting, climbing, stooping, kneeling, crouching, crawling, balancing, reaching, standing, feeling, hearing, talking, walking, grasping and fine motor skills. Pushing and pulling equipment and materials up to 100 lbs.
- Time working in this position will be both inside and outside. The position is subject to outside environmental conditions, those being both extreme heat and extreme cold at times, with no effective protection from the weather. The work includes exposure to dirt, dust, fumes, oils, chemicals, vibration, loud noises, and other hazards related to work in and around member's home or business.
- The above statements are intended to describe the general nature and level of work being performed in this job. This description is not intended to be an all-inclusive list of responsibilities, duties, and requirements for personnel in this position. This job description is subject to change throughout the year as needed.



#### **REQUIRED:**

- An Individual in this position must possess and maintain a valid Ohio driver's license.
- Willingness to travel – required to cover duties at both LMRE (Wellington) and NCE (Attica) offices on a limited basis.
- Ability to speak, hear, understand, and communicate in English.
- Relative military experience in lieu of education, training, and experience will be considered.

#### **WORK AND SAFETY ENVIRONMENT:**

- Work is performed in a standard office environment, with occasional weekend and evening work and occasional in-state or out-of-state travel.
- Must be able to perform required duties during extended hours in emergencies.
- Knowledge of safety issues affecting office workers.
- Ability to lift and move a box of copy paper weighing approximately 40 pounds.
- Ability to move about and within an office building and on various terrains.
- Ability to frequently stand and walk and sit for extended periods.
- Ability to perform essential functions that require frequent, prolonged viewing and use of computer monitor, keyboard, and computer mouse for extended periods.
- Operates all cooperative equipment in accordance with FESCO policies and procedures, safety rules, manufacturer guidelines, regulations, and codes and seeks input from the supervisor when information is unclear, inadequate, or requires interpretation.
- Complies with all FESCO policies, procedures, and safety rules as they apply to communications and recommends to all co-workers the use and practice of the same.

#### **REPORTS DIRECTLY TO: MANAGER OF COMMUNICATIONS**

**This Position Description is intended to identify the essential functions of a position and should not be interpreted as all-inclusive. The employee may be required to perform or assume additional position-related responsibilities other than those stated in this description.**

**Lorain Medina Rural Electric Cooperative and North Central Electric Cooperative reserve the right to revise or change the position responsibilities as the need arises. This Position Description does not constitute a written or implied contract of employment. The time frames mentioned for the successful accomplishment of training phases are for illustrative purposes only and should not be construed as an implied contract of employment for any amount of time.**

**Equal Opportunity Employer, including disabled and veterans.**