

Eau Claire Energy Cooperative
MARKETING & COMMUNICATIONS INTERN

Department: Marketing

FLSA Status: Non-Exempt

Grade Level: 2

Work Schedule: 10 – 20 hours/week

NRECA Job Code: 22-0700

Job Status: Part Time

Reports To: Marketing & Communications

Coordinator & Executive Assistant/HR Administrator

Amount of Travel Required: None

Positions Supervised: N/A

POSITION SUMMARY

The Marketing and Communications Intern will assist the Marketing and Communications department with projects designed to educate and inform members, employees and the community; build trust and support for the cooperative and improve member satisfaction. This position will help write and design print and electronic communication materials to grow connections. Learn about the cooperative business model and the energy industry. Help promote issues and programs that are relevant to the strategic goals of the Cooperative and help build and maintain relationships with Cooperative stakeholders through communication.

ESSENTIAL FUNCTIONS

This position would be responsible and assist the Marketing & Communications Coordinator in the following areas:

- Assists in producing print and electronic communication materials for internal and external audiences, including magazine pages, ads, bill inserts, and content for social media, website, e-sign, and internal communication monitors.
- Uses electronic communication to create positive online experiences for members, employees and stakeholders, including producing and posting content, producing monthly magazine pages and updating the Cooperative's website.
- Monitors, creates, and publishes proactive and reactive content for Cooperative's social media pages, in alignment with Cooperative goals and the Strategic Communication Plan. Leverages social media to build two-way communications between the co-op and key audiences to build loyalty, trust, and satisfaction.
- Assists in developing communication campaign(s) and creative materials (i.e.: display ads, video, social medial posts, press releases, newsletter articles) to promote member satisfaction, market Cooperative events, meet strategic goals, and boost the value of Cooperative membership.
- Assists with coordination and efficient use of resources from Cooperative partners.
- Assists with inventory and procurement of Cooperative marketing materials such as promotional items.
- Assists in planning and organization of Cooperative events.
- Gain understanding of products, services, and cooperative business principles, and be able to communicate key messages about these topics to members, employees and others.
- Attends and participates in activities of employee committees, job training, safety programs, employee meetings, and Cooperative events as directed or required.
- Maintain a high level of confidentiality and professionalism.

ORGANIZATIONAL COMPETENCIES

- Safety Awareness – Ability to be familiar with ECEC's safety policies and comply, identify and correct conditions that affect employee or public safety. Be responsible for reporting unsafe practices or injuries to your supervisor immediately.
- Interpersonal – Ability to get along well with a variety of personalities and individuals.
- Friendly – Ability to exhibit a cheerful demeanor toward others.

- Accuracy – Ability to perform work accurately and thoroughly.
- Organizational Knowledge – Abides by the policies of the Cooperative and always conducts self in a professional manner while representing the Cooperative.
- Appearance – Appearance is neat, clean, and presentable for regular public contact, and meets standards established by the organization.
- Time Management – Possess and utilize the available time to be organized and complete work within given deadlines.
- Team Work – Supports teamwork by effective participation, cooperation and communication. Provides continuous improvement to employee morale, motivation, productivity and quality of a production through teamwork.
- Reasoning – Ability to utilize logic, reason and analysis to make decisions, solve problems and complete work.

JOB REQUIREMENTS AND QUALIFICATIONS

- Work Schedule – Able to work 10 – 20 hours per week Monday through Friday (negotiable) until projects are complete.
- Communications, Oral, and Written – Ability to communicate, both orally and in writing, in a clear and concise manner.
- Computer Skills – Must have moderate knowledge of computers and ability to use computer systems. Must be proficient with Microsoft Office Suite including various Microsoft office applications along with Adobe Creative Suite.
- Member Interaction – Makes every effort to serve the membership courteously and efficiently and to satisfy complaints or inquiries regarding service, if possible, or if unable to do so, refer them to the proper person.
- Ability to research independently and communicate technical subject matter to non-technical audiences.
- A valid driver's license is preferred.

EDUCATION AND EXPERIENCE

Education

Enrolled in an accredited college or university in Public Relations, Marketing, Communication, or another related field is required.

Experience

Possesses experience in graphic design, desktop publishing, website design, and writing is preferred. Photography and video experience is a plus.

WORK ENVIRONMENT AND PHYSICAL REQUIREMENTS

Work is performed in a climate-controlled office environment with the majority of that time at the Cooperative headquarters. The position requires multi-tasking, logic, and analytical skills. May involve exposure to moderate noise levels from high-speed computer equipment and other peripherals. Work involves operation of personal computer equipment for the majority of the workday. Some potential for exposure to safety and health hazards related to electronics work.

This position requires the following physical requirements:

Lifting	Light work. Occasionally lifting to 20 lbs.; Frequently lifting and/or carrying objects weighing up to 10 lbs.
----------------	--

Reaching	Occasionally reaches to the front; at, above, and below shoulder height throughout the day. May also be required to reach out to side and above shoulder height.
Pushing, Pulling	Pushing and pulling movements are occasionally required from the employee when working.
Twisting, Rotating	Occasional twisting and rotating from the hips, shoulders, and neck. In addition, flexion and extension of the neck.
Handling	Finger dexterity, firm gripping, grasping, and pushing buttons is required to handle and/or operate a variety of office tools.
Stooping, Bending, Squatting	Occasional stooping, bending, and squatting at waist, hips, and knees.
Kneeling	Kneeling may be required on an occasional basis.
Standing, Walking, Sitting	Most assigned duties and tasks are completed while sitting. Occasionally employee will be standing or walking during these duties and tasks.
Talking, Hearing	Talking and hearing is required while receiving work orders and in communicating with others.
Eyesight	Good eyesight is required to complete all/any assigned duties and tasks.

The company has reviewed this job description to ensure that essential functions and basic duties have been included. It is not intended to be construed as an exhausted list of all functions, responsibilities, skills, and abilities. Additional functions and requirements may be assigned by supervisors as deemed appropriate.

Eau Claire Energy Cooperative is an equal opportunity employer. ECEC provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws.

The signature below indicates the employee has received and reviewed this job description.

Employee Signature

Supervisor Signature

Date

Date