

COPPER VALLEY ELECTRIC ASSOCIATION, INC.
Glennallen, Alaska

POSITION DESCRIPTION
Marketing & Communications Specialist

I. JOB SUMMARY

The Marketing & Communications Specialist will assist the Communications Department with duties related to communications, marketing, public relations, community support, and member engagement programs.

II. POSITION INFORMATION

Position Type: Full-Time/Non-Represented

FLSA Classification: Nonexempt

Location Base: Valdez (preferred) or Glennallen

Reporting Relationships:

Reports to: Director of Communications

Supervises: None

III. ESSENTIAL FUNCTIONS AND RESPONSIBILITIES

The Marketing & Communications Specialist performs all essential functions and responsibilities in a safe and efficient manner using industry best practices. In addition to the specific functions described below, the essential functions of this position also require attendance at all assignments and job sites, and the ability to understand and adhere to all safety standards. If requested, reasonable accommodation may be provided to enable individuals with disabilities to perform these essential functions.

A. Communications

1. Assist in the development and management of image storage/repository system
2. Assist with development and distribution of direct mail communications (postcards, flyers, bill inserts, and newsletters)
3. Distribution and removal of co-op announcements to local bulletin boards
4. Provide back-up assistance for timely updates to cvea.org
5. Manage social media schedule
6. Content creation for print and digital marketing
7. Assist with video production as needed

B. Member Engagement Activities and Community Events

1. Assist with all tasks related to member engagement activities and community events, such as annual membership meetings, special meetings, co-op month activities, key account activities, member and school tours, and educational programs
 - a. Planning
 - b. Purchasing supplies, gifts, awards, decorations
 - c. Developing implementation schedule
 - d. Catering
 - e. Decorating
 - f. Logistics
 - g. Printing, folding, cutting, labeling, mailing
 - h. Program implementation, set up, clean up
 - i. Managing inventories
 - j. Assist with facilitation and support of the Credentials and Elections Committee

C. Community Support Programs

1. Manage the promotional item (swag) program: inventory, ordering, distribution
2. Fulfill community support requests throughout the year
3. Assist with execution of the CVEA Community Foundation Scholarship Program, Contribution Season, and Senior Holiday Giving Program
 - a. Scholarship Program
 - i. Prepare and make available scholarship applications
 - ii. Promote scholarship program through marketing and in-school presentations
 - iii. Assist with facilitation and support of the Scholarship Selection Committee
 - iv. Coordinate scholarship distributions
 - v. Coordinate and chaperone the Idaho Youth Rally
 - b. Contribution Season
 - i. Prepare and make available Contribution Request Forms
 - ii. Promote the Contribution Season through available channels
 - iii. Assist with facilitation and support of the Contributions Committee
 - iv. Coordinate award distributions
 - c. Senior Holiday Giving Program
 - i. Planning
 - ii. Purchasing and logistics
 - iii. Coordinating volunteers
 - iv. Execution of event

IV. MINIMUM QUALIFICATIONS

A. Education/Experience

Graduation from high school or GED equivalent, or any equivalent combination of education and experience. A degree in marketing or experience in a related field is a strong advantage.

B. Certifications/Licenses

A valid Alaska Driver's License is required.

C. Knowledge/Skills/Abilities

The Marketing & Communications Specialist must demonstrate and carry out the following:

1. Some understanding of marketing principles
2. A strong desire to learn
3. Demonstrated ability to multitask and adhere to deadlines
4. Ability to maintain a member-centric approach
5. Exceptional people skills and understanding of relationship building
6. Creativity
7. Motivation and ability to work successfully under pressure
8. Experience with event planning
9. Ability to work with and coordinate large groups of employees and volunteers
10. Graphic design, photography, copywriting, website, and social media skills are beneficial
11. Knowledge or willingness to learn Adobe Acrobat, Photoshop, Microsoft Word, Excel, PowerPoint, and Canva
12. Plan work, keep records of contacts and communications, and provide reports of results
13. Calculate and reason to solve problems encountered related to all aspects of the position
14. Read, write, follow, and comprehend written and verbal instructions to complete job duties
15. Work independently to accomplish assigned duties
16. Interact appropriately and communicate effectively with a variety of individuals, including coworkers, vendors, members, local businesses, and other through various avenues of social and digital media, by phone, and in person

D. Physical Activities and Demands

This position is considered a medium work position. In order to complete the essential functions, the Marketing & Communications Specialist will be required to perform the following:

	Constantly (C)	Frequently (F)	Occasionally (O)	Seldom (S)
1.	Occasional long days and must be willing to work longer hours leading up to large events (O)			
2.	Load, unload, carry and stack heavy items, up to 50 pounds, during event set up and clean up (F)			
3.	Navigate varying surfaces including snow, ice, mud, gravel, or grease while carrying materials or equipment (F)			
4.	Standing and walking for extended periods of time while executing events (O)			
5.	Sitting for extended periods of time while traveling or completing office work (F)			
6.	Read, hear, see, and talk in all forms of communication, written and verbal (C)			
7.	Pull, push, reach, lift, and carry when operating various tools, moving boxes, equipment, and supplies, performing overhead work, or accessing supplies (F)			
8.	Climb, bend, drive, or kneel when working at various locations, using equipment, traveling, and performing certain duties while using proper lifting techniques (O)			
9.	Motor coordination to use equipment, access buildings, and perform duties that require dexterity (O)			

E. Work Environment

Assigned tasks occur primarily inside an office setting but may include activities at various CVEA locations, sometimes outside, in either the Copper Basin District or Valdez District.

F. Travel Requirements

Work assignments occasionally require the employee to drive a vehicle between CVEA's Copper Basin and Valdez Districts. Overnight stays may seldom be required. Travel may be required within Alaska as well as out of state for conferences, training, and business meetings. On most occasions, travel outside CVEA's territory will require overnight stays.

Complete achievement of certain requirements herein may not be required if, in the opinion of the hiring supervisor, a particular candidate possesses characteristics, such as past

accomplishments, experience, education, or estimate of future potential. Should an applicant be deficient in certain educational achievements, offsetting experience may be substituted or vice versa.

V. OTHER JOB DUTIES

CVEA reserves the right to revise or change the position's authorities and responsibilities as the need arises with or without advance notice. This position description does not constitute a written or implied contract of employment.

VI. SIGNATURE

Approved: Jaime L. Matthews
Chief Executive Officer

Date: July 30, 2024