



**VACANT POSITION ANNOUNCEMENT
FOR ALL ME A EMPLOYEES AND THE GENERAL PUBLIC
POSITION: PUBLIC RELATIONS MANAGER - REGULAR**

POSTING DATE:	Tuesday, December 18, 2018, 2:00 p.m.	REQUISITION NO.:	860-279
CLOSING DATE:	Open Until Filled	UNION REPRESENTATION:	None
DEPARTMENT:	Public Relations	FLSA CLASSIFICATION:	Exempt
SALARY:	Midpoint \$106,229, DOE	WORK LOCATION:	Palmer
GRADE:	12	HOURS OF WORK:	Varies, ME A core hours are 8:00 a.m. to 5:00 p.m.
REVISED: December 14, 2018			

PURPOSE

Under the direction of the Director of External Affairs, this position is responsible for developing and executing the public relations workplan, including managing internal and external communications, community relations, advertising, outreach, and events within the Association's service territory. This position creates and communicates all internal and external messaging; plans and implements media, advertising and outreach programs to align with the mission and goals of the Association; and has oversight of internal messaging plans and celebrations.

ESSENTIAL FUNCTIONS OF THE POSITION

1. Responsible for oversight and development and management of comprehensive public relations operational plan and management tools in alignment with the mission and goals of the Association, including internal and external messaging calendar, workplan and key metrics.
2. Develop, manage and provide oversight on the annual public relations budget, including quarterly variance reporting.
3. Oversight of all Public Relations staff.
4. Develop and maintain the Association's branding and key member messaging.
5. Manage content and branding for the Association's website.
6. Manage Association's social media presence using a variety of channels and direct opportunities for improved social media outreach and strategy.
7. Oversee Key Account and stakeholder outreach to ensure adequate communication and feedback.
8. Prepare talking points, briefings, legislative alerts and other materials for use by the Association's Executive Management Team.
9. Responsible for directing the Association's advertising program, including strategy, ad development and placement.
10. Research, prepare, and distribute a variety of Association information for the media and public and anticipates activities that may generate media, member or general stakeholder interest.
11. Represent the Association as a community liaison by participating in local, statewide, professional, civic and trade organizations, this includes speaking on behalf of the Association at the request of the Director of External Affairs.
12. Manage proactive power outage communication utilizing local media outlets and social media to notify members in a timely manner.
13. Manage the Association's energy education outreach strategy including collaboration with educators, neighboring utilities and partnering organizations.
14. Manage and procures any contracting to advertising, marketing, design and public relations firms.
15. Oversee planning and management of the Association's Annual Election and Annual Meeting
16. Direct design and production of Association related material including brochures, fact sheets, one-pagers, flyers, etc.
17. Identify opportunities for the Association to gain regional and national recognition through entry for awards,
18. Identify other public relations communication projects relating to member education, new business and other community ventures and develops recommendations for the Executive Management Team
19. Act as publisher and editor for the Association's monthly newsletter, Power Lines and employee newsletter, Plugged In.
20. Oversee all sponsorship and donation requests, distribution and associated opportunities.
21. Act as liaison with ME A Charitable Foundation Board of Directors.
22. Work with other Association departments to understand communication and outreach needs, including capital projects, member services and internal needs. Manage standard capital project outreach, including the development and execution of communication plans as needed.
23. Provide oversight on planning of community, special and internal events for the organization.
24. Handles escalated member and other stakeholder concerns as appropriate.
25. Promote a safety culture in which safety is a value. This culture is based on joint and individual engagement, ownership, and accountability regarding job safety and responsibility to perform work safely and adhere to safe work practices.
26. Perform the essential functions of the position in a safe and efficient manner.

The above items are not intended to be all inclusive of the essential functions or requirements of this type of work as they are subject to change based on operating necessity. The employee will also perform other related business duties as assigned by the immediate supervisor and other management personnel.

ESSENTIAL POSITION REQUIREMENTS

- Qualified candidates are required to have a bachelor's degree in public relations, journalism, communications or related field and, eight plus years of directly related work experience demonstrating progressive development.
- Preference will be given to those candidates whose prior experience evidences successful supervisory and project management experience.
- Preference will be given to those candidates with prior energy related experience.
- Active affiliation with appropriate networks and organizations and ongoing community involvement is desirable.
- Available to work flexible hours which will include evenings and weekends while participating in events, programs and meetings.
- Qualified candidates must have a valid Alaska driver's license (or ability to obtain as required under State of Alaska regulations) and a driving record, which is acceptable and insurable by the Association and the Association's insurance carrier at standard group rates.



**VACANT POSITION ANNOUNCEMENT
FOR ALL MEA EMPLOYEES AND THE GENERAL PUBLIC
POSITION: PUBLIC RELATIONS MANAGER - REGULAR
CONTINUATION – PAGE TWO**

NOTE: The Association *will consider, in its sole discretion, relevant work experience in lieu of required education qualifications or other required certifications or qualifications.*

KNOWLEDGE, SKILLS AND ABILITIES

- Supports a culture of safety excellence through active involvement in safety improvement and promotes a sense of shared responsibility for safety.
- Lead enthusiastically and effectively direct and manage people
- Represent the Association in all dealings with members, employees, and other individuals in the community.
- Establish and maintain positive relationships with media representatives, local officials and their staffs, members, co-workers, and supervisors.
- Work constructively and cooperatively in a team setting.
- Work independently and efficiently.
- Maintain complete confidentiality of classified/confidential information.
- Identify and solve problems in a thorough, well-reasoned, and logical manner.
- Proven project management skills; ability to organize and prioritize multiple projects simultaneously.
- Able to understand and translate highly technical, complex, and big picture concepts and other information to a variety of stakeholders in language that is comprehended by the membership.
- Demonstrate strong public speaking skills; capable of communicating clearly, concisely, persuasively, courteously, and professionally with varying groups and obtaining their understanding and support.
- Politically astute.
- Proven project management skills; ability to organize and prioritize multiple projects simultaneously.
- Establish rapport and trust with employees, members, key stakeholders and the general public.
- Compose written reports, analyses, and memoranda in a cogent, professional, and well-written manner.
- Demonstrate excellent organizational skills and strong attention to detail.
- Manage and direct groups of individuals and achieve a consensus.
- Thorough knowledge of media outlets and their representatives.
- Understanding of the utility industry.
- Demonstrated knowledge of public relations, marketing, advertising, and proposal presentation.
- Proactive and service orientated possessing a friendly, approachable demeanor and strong problem solving skills.
- Working knowledge of personal computers, including the development and use of desktop publishing, graphic design, and word processing applications. Knowledge of a windows environment, particularly the use of Excel and Word, is required.
- Skilled in effective, professional verbal and written communication.
- Ability to facilitate corporation between work groups and work functionally across all levels of the organization.
- Self-motivated improvement based on successes and failures.
- Excellent collaborative leadership and organizational skills.
- Exemplary relationship building skills.
- Able to effectively delegate and collaborate with others to accomplish assignments.
- Innovative, creative and agile in developing solutions to assignments.
- Lead the corrective action and continuous improvement processes within area of responsibility.
- Drive problem-solving, decision-making and accountability within team.
- Embrace and embody the Association's Core Values through decisions, actions, attitude and behavior to directly contribute to the success of the organization.

PHYSICAL DEMANDS

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position; this list is not inclusive of all the physical demands that may be required. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this position, the employee will be required to:
 - Use a computer to input data, analyze, and produce professional written reports and documents with ability to measure results.
 - Communicate through speech and hear conversations with others by telephone and in person.
 - Visual acuity to discern writing on paper to include reading technical and legal documents, communication with others electronically, and reading, comprehending, and performing complex analysis from technical and legal documents via paper and computer format.
 - Communicate with individuals in person and ability to manage employees, conduct meetings and deliver presentations to groups including representing the Association publicly.
 - Travel to other Association offices, organizations and locations to attend meetings, community programs, seminars, company events, etc.
 - Frequently operate a vehicle.
 - Periodically lift, bend, and move materials weighing up to 25+ pounds.
 - Ability to participate in day-long community events, including walking, driving and other physical labor.



**VACANT POSITION ANNOUNCEMENT
FOR ALL MEA EMPLOYEES AND THE GENERAL PUBLIC
POSITION: PUBLIC RELATIONS MANAGER - REGULAR
CONTINUATION – PAGE THREE**

ENVIRONMENTAL CONDITIONS

- The work environment conditions described here are representative of those an employee encounters while performing the essential functions of this position. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.
- This position primarily works in an office setting; however, this position may require work in variable weather conditions during community and Association events.

EMPLOYMENT STATUS

- This position is classified as an exempt, nonrepresented position; and therefore, is not eligible for overtime compensation. All Association employees are expected to work widely varying amounts of time outside the normal shifts to assist in power restoration or other needs of the Association.

NOTE: *MEA requires a post-offer substance abuse test. Any positive test result, or refusal to consent to these tests, will disqualify applicant from employment.*

MEA is an equal opportunity employer and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

Individuals with disabilities who wish to apply and who require reasonable accommodations to participate in any portion of the application or interview process should advise MEA in advance.

PLEASE VISIT MEA'S WEBSITE AT www.mea.coop
TO COMPLETE AND SUBMIT AN MEA EMPLOYMENT APPLICATION

Matanuska Electric Association, Inc.
163 East Industrial Way (P.O. Box 2929), Palmer, Alaska 99645
Telephone: (907) 761-9319/ Facsimile: (907) 761-9264
Website: www.mea.coop

MEA IS AN EEO/M/F/D/V EMPLOYER