



**VACANT POSITION ANNOUNCEMENT
FOR ALL MEA EMPLOYEES AND THE GENERAL PUBLIC
POSITION: COMMUNITY RELATIONS SPECIALIST - REGULAR**

POSTING DATE:	Thursday, March 21, 2019 5:00 p.m	REQUISITION NO.:	860-296
CLOSING DATE:	Open Until Filled	UNION REPRESENTATION:	None
DEPARTMENT:	Public Relations	FLSA CLASSIFICATION:	Exempt
SALARY:	\$69,400 Minimum DOE	HOURS OF WORK:	8:00 a.m. to 5:00 p.m.
GRADE:	9	WORK LOCATION:	Palmer

REVISED: March 11, 2019

PURPOSE

This position is responsible for supporting the Public Relations Department with their projects and daily activities to ensure the Association is well represented in the community, employees are appreciated and celebrated, and key messages are communicated. Incumbent will work under the direction of the Public Relations Manager to ensure members and employees are well informed and connected to their cooperative and promote a positive and professional corporate image, both inside and outside the organization.

ESSENTIAL FUNCTIONS OF THE POSITION

1. Serve as the initial contact for member issues referred to Public Relations, document contacts and assist with member inquiries.
2. Ensure website is up to date, compliant and comprehensive.
3. Develop and execute a social media strategy that aligns with and supports communication campaigns, outreach and advertising goals.
4. Represents the Association and organizes public outreach as directed at member, local chamber, civic, public, business, economic, government, and school meetings and other functions to promote the Association's programs and objectives.
5. Represents the Association at community councils and other public forums and opens dialogue with the community on complex issues.
6. Assists with public outreach and develops collateral for capital projects and other major projects.
7. Manages key stakeholder lists, including media, key accounts, community councils and elected officials.
8. Leads and actively participates in the Association's Energy Education program including organizing and scheduling tours of Eklutna Generation Station, coordinating presentations for classrooms and other youth groups as needed and collaborating with other stakeholders on the Association's annual Power Pledge Challenge.
9. Manages internal celebrations and special events for the Association in conjunction with Human Resources and other employee groups and volunteers.
10. Coordinates Association-driven external special events for the Association, including the Annual Meeting, Cooperative Month and others. Duties under this responsibility include recruiting and managing volunteers, procuring prizes and promotional materials, developing a communication plan, and providing post-event evaluations.
11. Leads the Association's participation in community-driven events to ensure the Association has a strong presence at local parades, sporting events, holiday celebrations and others.
12. Organizes volunteer teams for community events.
13. Assists with communication to internal audiences including newsletter, memos, staff meetings and other needs.
14. Assists with power outage communications, utilizing the Association's online presence and other tools to notify members impacted by a power outage and provide timely updates on outage status.
15. Manages the Association's sponsorship and donation program in coordination with the Public Relations Manager.
16. Assists in development of member newsletters, press releases and other publications. As requested, writes articles, executes basic design work and/or edits, coordinates proofing and production of publications in coordination with the Public Relations Manager.
17. Works with the Public Relations Manager to reconcile quarterly budget items and report on budget variance.
18. Responsible for Public Relation's physical and electronic archiving and filing.
19. Tracks performance metrics and assists with reporting.
20. Tracks and reports progress to annual workplan and messaging calendar. Works with team members to ensure timelines are met.
21. Tracks and archives media mentions.
22. Drafts presentations, media releases and other communications as requested.
23. Assists with photography of events and other noteworthy subjects.
24. Promotes 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.
25. Performs 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 journalism, communications, marketing, public relations or a related field or equivalent experience.
 - Four (4) years' experience in marketing, communications, community relations, business or related field.
 - 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.



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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.
- Knowledge of basic statistics and percentages, as well as add, subtract, multiply, and divide whole numbers.
- Knowledge of local, state, and federal government policies and political climate. Politically astute.
- Knowledge and understanding of marketing and public relations principles.
- Knowledge of the utility industry preferred.
- Demonstrated skill as a public speaker; adept in communicating and opening dialogue around tough or complex issues.
- Skill in maintaining complete confidentiality of classified information.
- Skill in positive, customer service.
- Skill in effective written and oral communication with the ability to compose written reports, analyses, briefings and memoranda in a cogent, professional, and well-written manner.
- Ability to represent the Association professionally in all dealings with members, employees, and other individuals in the community.
- Ability to work constructively and cooperatively in a team setting.
- Ability to de-escalate highly emotional situations.
- Ability to work independently and efficiently.
- Ability to make well-reasoned decisions.
- Ability to follow event and task-specific budgets.
- Ability to think clearly and to identify and solve problems in a thorough and logical manner.
- Ability to obtain support and consensus through the use of negotiation and persuasion skills.
- Ability to manage and meet multiple deadlines.
- Ability to think creatively.
- Ability to communicate clearly, concisely, persuasively, courteously, and professionally with varying groups.
- Ability to establish rapport and trust with employees, members, and the general public.
- Ability to adeptly work with online platforms, including a variety of social media options for general and emergency communication as well as advertising and brand building.
- Ability to proficiently operate a personal computer, utilizing word, excel, and various desktop publishing software.
- Ability to effectively and professionally communicate both verbal and written.
- Ability to facilitate cooperation between work groups and work functionally across all levels of the organization.
- Ability to self-motivate improvement based on successes and failures.
- Ability to analyze processes for efficiency and make recommendations for improvements.
- Embrace and embody the Association's Core Values through decisions, actions, attitude, and behavior to directly contribute to the success of the organization.

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 with the requirement to travel to other Company offices, meetings, and community programs and requires outside work during community 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.

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, compose documents, and prepare spreadsheets.
 - Communicate through speech and hear conversations with others by telephone and in person.
 - Visual acuity to compose documents using a computer, organize and coordinate activities, stage meeting rooms, communicate through speech and hear conversations.

- Lift boxes of supplies and other material weighing up to 50 pounds.

Drive to various locations, participate actively in community and employee events

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 BY THE CLOSING DATE

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

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