



Lincoln Electric Cooperative, Inc.

Position Title: Communications and Special Projects	Supervised by: Manager Member Services, Safety & Compliance
Date Adopted: June 2013	Date Revised: May 2024

SUMMARY: Develops, coordinates, and directs public and member relations activities for the cooperative. Promotes the efficient use of electricity and other cooperative services through providing information about the cooperative and by conducting conservation and education programs for the members. Responsible for grant application and coordination. Identify and apply for various grants that meet the cooperatives needs, overseeing the grant application process and administration from beginning to end.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

1. Maintains good member relations by keeping members informed of cooperative policies, operations and other items of interest through timely use of newsletters, bill message and other means of communication.
2. Write content for LEC's portion of the monthly Rural Montana publication. Coordinate with the statewide to submit content and proof pages.
3. Maintain the cooperative and subsidiary websites and social media accounts. Responsible for keeping all information updated.
4. Develop and coordinate cooperative advertising program, the Annual Report, press releases, trustee election communications and corporate communication.
5. Lead cooperative communications on grassroots advocacy, legislative issues, key accounts, products and services, member rebate programs and other incentives, energy efficiency, youth programs and other necessary communications.
6. Create and maintain a cooperative communication plan, using various social media, in-house publications, newsletters, website posts, radio, magazine, press releases, in-person meetings and other methods. Develop and purchase ads (newsprint, website, flyers etc.) for Co-op programs, energy efficiency programs and outage notifications. Purchase Co-op promotional items.
7. Develop crisis communication processes and procedures. Prepare press releases, draft the crisis message for the General Manager and other employees, make necessary public appearances, if requested, and lead in any other necessary communications surrounding the crisis.
8. Coordinate and attend community events, schedule school presentations, and coordinate community involvement projects as requested.
9. Assists in developing an annual budget for the department.

Grant Administration

10. Manage all project requests for proposals (RFP's), including development and distribution, as well as collecting and reviewing submissions.
11. Compile, organize, and track all project data from accounting, engineering, operations, materials, and contract crews monthly.
12. Assemble data into comprehensive reports as required by the funding entity's parameters and submit to the official applicant by the monthly deadline.
13. Collect and submit any other information as requested by the funding entity or official applicant.

14. Oversees administration of grant projects to ensure that operations conform to the terms of the agreement, and that maximum efficiency is achieved.
15. Monitors financial administration of grants to ensure that proper documentation is submitted for expenditures and that requests for funds are made within time limitations specified.
16. Coordinates annual membership meetings and other member meetings.
17. Coordinate scholarships and Youth Tour to Washington DC.
18. Other duties as may be assigned by the supervisor.

SUPERVISION; This position has no supervisory responsibilities.

SUPERVISION RECEIVED: The employee uses initiative and judgment to revise methods and procedures necessary to achieve objectives and establish priorities and project orientation within general program restraints; activities and methods are generally defined and subject only to company policy and administrative directives; methods and procedures require creativity and seasoned judgment; objectives are clearly defined and work is reviewed for attainment of planned results.

QUALIFICATION REQUIREMENTS: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

1. **EDUCATION and/or EXPERIENCE:** Bachelor's degree in marketing, journalism, communication, or a related field and 5 years of public relations, media relations and/or corporate communications or related experience required. Will consider an equivalent combination of relevant education and experience. Social Media experience coupled with an understanding of Search Engine Optimization preferred. Relevant experience in a cooperative or the electric utility industry, and Certified Cooperative Communicator designation preferred. Thorough understanding of grant funding policies and procedures and applicable local, state, and federal regulations.
2. **LANGUAGE SKILLS:** Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, business correspondence, and procedure manuals. Ability to effectively present information and respond to questions from groups of peers, members, and the general public.
3. **MATHEMATICAL SKILLS:** Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
4. **REASONING ABILITY:** Ability to define problems, collect data, establish facts, and draw valid conclusions. Ability to interpret an extensive variety of technical instructions in mathematical or diagram form and deal with several abstract and concrete variables.
5. **CERTIFICATES, LICENSES, REGISTRATIONS:**
Must hold or be able to obtain and maintain a valid Montana driver's license.
6. **OTHER SKILLS and ABILITIES:** Thorough knowledge of public and customer relations; knowledge of effective advertising and promotional techniques; ability to communicate

with co-workers and members in a courteous and professional manner; knowledge of the rural electric programs and philosophy; and some familiarity with the Cooperative's Policy and Service Rules and the National Electrical Safety Code would be desired.

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 job.

1. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
2. While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel objects, business machines or controls; and talk or hear.
3. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision and the ability to adjust focus.

WORK ENVIRONMENT: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. There are no risks beyond those associated with normal office activities and no special precautions of any kind are required. The noise level in the work environment is usually quiet.

ACKNOWLEDGEMENT: Signatures below confirm that the employee and their supervisor have discussed the duties of the position and that a clear understanding of the duties exists for the employee.

Employee

Date

Supervisor
Manager Member Services, Safety & Compliance

Date

General Manager

Date