




A Touchstone Energy® Cooperative 

POSITION TITLE: *DIRECTOR OF MARKETING & COMMUNICATIONS*

DEPARTMENT: MARKETING

DATE: April 2021

Department: Marketing	Salary Grade: Salaried
Reports To: Vice President of Marketing	Status: Exempt

SUMMARY:

Oversees the cooperative's marketing and communications department. This includes *The Current*, coordinating activities of the Cotton Electric Charitable Foundation, Youth Tour and Energy Camp programs, the Cooperative's Annual Meeting and directing the Cooperative's external advertising campaigns. Serves as the Cooperative's media point of contact.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Oversees the Cooperative's marketing and communications program to include external advertising, *The Current*, website and social media.
- Responsible for media relations and serves as the Cooperative's media point of contact.
- Responsible for the implementation of the Cooperative's marketing plan which defines specific goals and objectives.
- Coordinates the activities of the Cotton Electric Charitable Foundation to include preparation of board materials, grant applications, and public and media relations.
- Oversees and promotes the Youth Tour, Energy Camp and various other youth programs.
- Oversees the planning and coordination of the Cooperative's Annual Meeting.

- Attends and participates in civic organizations, educational programs and other meetings to promote good public relations and gain support for the Cooperative.
- Maintain a safe working environment by adhering to safety policies, procedures, and regulations.
- Becomes immediately available to assist Line Operations during extended outages or emergency situations.

SUPERVISORY RESPONSIBILITIES:

Marketing Representative
Editor of *The Current*

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 essential functions.

EDUCATION and/or EXPERIENCE:

A bachelor's degree in business, marketing, public relations or communication is preferred. Experience in marketing, public relations and community/economic development preferred. A high school diploma or equivalent is required.

LANGUAGE SKILLS:

Must have the ability to read, follow, or prepare instructions written in English. Must be able to communicate the English language in a manner that can be understood and interpreted by the general populace. Must be able to communicate in a variety of settings (individual, small group or large auditorium).

MATHEMATICAL SKILLS:

Ability to add, subtract, multiply, divide, using whole numbers, common fractions, and decimals. Must have the ability to design and solve basic algebraic questions.

REASONING ABILITY:

Ability to solve practical, everyday problems. Must be able to interpret a variety of instructions furnished in written, oral or schedule form.

CERTIFICATES, LICENSES, REGISTRATIONS:

A valid Oklahoma driver license is required.

COMPUTER SKILLS:

Must have a thorough understanding of personal computer software including word processing, presentation and spreadsheet software.

PHYSICAL DEMANDS:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential function of this job.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly to sit at a desk. Some walking is involved but at different amounts and intervals. Must have the physical ability to hear and verbally communicate over the telephone. This job also requires the regular use of hands.

Specific vision abilities required by this job include close vision, distance vision, color vision and the ability to adjust focus.

WORK ENVIRONMENT:

This job is primarily indoors.

SAFETY CATEGORY:

This position is classified as safety sensitive in compliance with the Oklahoma Medical Marijuana and Patient Protection Act and the Cooperative Policy 306A: Controlled Substances and Alcohol Use and Testing.

NONDISCRIMINATION:

Cotton Electric Cooperative, Inc. is an equal opportunity employer.