



COTTON
ELECTRIC CO-OP

POSITION TITLE: **NEWSPAPER EDITOR**

DEPARTMENT: MARKETING

DATE: March 2021

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| Department: Marketing | Salary Grade: 4-F-3 |
| Reports To: Director of Marketing and Communications | Status: Exempt |

SUMMARY:

Responsible for developing member communications including *The Current*, employee newsletters, brochures and pamphlets. Writes articles and editorials; plans, coordinates and directs the preparation of material for publication; oversees advertising sales and promotions; takes photos for publication in *The Current* and other company needs. Reviews and evaluates material submitted for publication. Responsible for the proofreading and verification of materials prior to publication. Creates and is responsible for content on social media accounts. Assists with public relations activities and media inquiries.

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

- Develops and prepares publications, news articles, newsletters, news releases, advertising and other materials that promote the cooperative's products, objectives, policies, plans, programs and services to its member-consumers.
- Collaborates with Marketing Representative on advertising sales and promotions for *The Current*.
- Generate invoices for billing advertisements.
- Interacts with community/civic groups, schools, youth clubs and other groups to promote goodwill and cooperation.
- Upload and maintain content to Cotton Electric's website.
- Coordinate and solicit monthly photo contest with members.

- Rotates with other members of the Marketing Department for responsibility of managing social media accounts in real time regarding power outages and other social media interactions (may include nights and weekends).
- Generate, edit, and publish relevant, original high-quality social media content through the social media management platform.
- Implement and maintain a content editorial calendar to manage social media content.
- Monitors audience/member comments and feedback on social media accounts.
- Becomes immediately available to assist line operations during extended outages or emergency situations.
- Maintains non-member subscriber list and sends out renewal notices.
- Maintains address list of complimentary issues of The Current.
- Maintains a safe working environment by adhering to safety policies, procedures, and regulations.

SUPERVISORY RESPONSIBILITIES:

None.

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.

EDUCATION and/or EXPERIENCE:

A bachelor’s degree in communication, public relations, or journalism is preferred. Experience in print media is desirable. High school diploma or equivalent required.

LANGUAGE SKILLS:

Must have the ability to read, follow or prepare instructions written in English. Must be able to edit and proofread documents prior to publication. Must be able to communicate the English language in a manner that can be understood and interpreted by the general populace.

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 equations.

REASONING ABILITY:

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

CERTIFICATES, LICENSES, REGISTRATIONS:

A valid Oklahoma driver's license is required.

COMPUTER SKILLS:

Must have a thorough understanding of personal computer software dealing with layout and design, word processing and Excel software.

PHYSICAL DEMANDS:

The physical demands describes here are representative of those that must be met by an employee to successfully perform the essential functions 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 required 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 hands to finger, handle of feel objects, documents or keyboards; reach with hands and arms.

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 indoors in a controlled environment.

SAFETY CATEGORY:

This job is classified as safety sensitive to comply with Policy 306A: Controlled Substances and Alcohol Use and Testing.

NONDISCRIMINATION:

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