



POSITION TITLE: **MARKETING SPECIALIST**

DEPARTMENT: MARKETING

DATE: January 2022

Department: Marketing	Salary Grade: 8-A-1
Reports To: Director of Marketing and Communications	Status: Exempt

SUMMARY:

Develops and implements advertising sales plans for *The Current*, targeting area business owners who would benefit from advertising in the member newspaper. Must be able to create, design and proof ad copy and meet rigorous deadlines. Must have strong written and oral communication skills. Maintains inventory of promotional items for members, employees, and community events. Participates in outreach programs. Assists with social media messaging and monitoring.

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

- Develops and implements advertising sales plans for the member newspaper. Assists members with display and classified advertising.
- Designs and proofs ad copy.
- Coordinates advertising schedules with the newspaper editor.
- Generates invoices for advertising sales and collects payments. Monitors account balances and helps advertisers adhere to payment policies.
- Maintains non-member subscriber list. Sends out renewal notices.
- Maintains address list of complimentary issues of *The Current*.
- Meets deadlines associated with publication of *The Current*.

- Assists in developing publications, news articles, newsletters, advertising and other materials that promote the Cooperative's products, objectives, policies, plans, programs and services to its members.
- Monitors supply of promotional items. Researches and suggests new products. Maintains storage of promotional items. Researches and suggests new promotional items. Also maintains appropriate inventory and storage of promotional items.
- Coordinates design and purchase of logo items for employees.
- Assists with Cooperative special events such as fairs, trade shows, and annual/district meetings.
- Assists with Marketing programs such as Energy Camp and Youth Tour.
- Represents the Cooperative and participates in programs and events hosted by other cooperatives.
- 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). Assists with monitoring and responding to social media messages, particularly during outages.
- Maintains 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.
- Assists with other duties and departments as requested.

GENERAL SECTION

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:

Previous advertising, graphic design, marketing and/or public relations experience is required. A bachelor's degree in business, journalism, marketing or communications is preferred. Photography skills are preferred.

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.

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

RESIDENCY REQUIREMENT:

Must live within the Cotton Electric service territory.

CERTIFICATES, LICENSES, REGISTRATIONS:

A valid Oklahoma driver license is required.

COMPUTER SKILLS:

Must have a thorough understanding of personal computer software dealing with word processing and graphic design software including Adobe products.

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. 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 or 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. This job also entails traveling to meet with advertisers.

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.