



Job Description

JOB TITLE: Communication Specialist

DIVISION: Marketing & Member Services
DEPARTMENT: Marketing & Member Services
REPORTS TO: Marketing and Member Service Director
SUPERVISES: None
FLSA STATUS: Non-Exempt
DATE ISSUED/REVISED: August 2017

GENERAL SUMMARY:

The Communications Specialist achieves goals and promotes the image of Wright-Hennepin through marketing activities - including but not limited to: bi-monthly newsletter, e-newsletter, social media activity, design of marketing collateral, website updates, and new releases. The Communications Specialist also assists with other projects as directed by the Marketing Director.

RESPONSIBILITIES

1. Writes and formats the cooperative's *Hotline Update* newsletter on a bi-monthly basis. This includes writing all stories and creation of the newsletter via Adobe InDesign.
2. Writes and creates the cooperatives e-newsletter on a bi-monthly basis
3. Maintains and monitors social media accounts, including Facebook, Twitter and YouTube
4. Manages Wright-Hennepin's blog
5. Edits and updates existing marketing pieces
6. Takes photographs for newsletters, direct mail and social media sites.
7. Updates several websites with new content and information (through a content management system)
8. Coordinates mailings
9. Video tape company meetings and create marketing videos
10. Assists with other marketing projects as directed by the marketing manager
11. Attends company and industry events (5-10 per year)

JOB CRITERIA

Education and Experience:

- Four-year degree in communications, marketing, or related field or commensurate experience
- Excellent written and verbal communication skills
- Social media experience
- Email marketing experience
- Comfortable interviewing sources for articles
- Excellent knowledge of graphic design programs including Adobe InDesign and Photoshop
- An energetic self-starter
- Be a creative person who is comfortable bringing ideas to the table
- Experience with Microsoft Office software - especially Microsoft Word and Excel
- An interest in learning about the cooperative

Key Competencies

Technical Competencies:

- Excellent written and oral communication skills
- Strong teamwork skills
- Basic knowledge of design principles

WH Competencies: Must be able to achieve Quality Results, be Change Oriented, use effective Communication skills, be Customer Driven, foster Innovation, be a Continuous Learner, and display Teamwork behaviors.

Accountability: Full authority to carry out duties and responsibilities for the position; accountable to management for accuracy and efficiency; shall secure approval of Marketing Supervisor when policies are not clear.

Working Conditions: Work in a climate controlled office environment with minimal physical exertion. Activities include work at the computer terminal and interaction with Wright-Hennepin personnel via verbal, written, and computer technology communication.

Continuing Education/Leadership Component – All employees with leadership or supervisor responsibility are required to participate in the Supervisor Management Fundamentals Continuing Education program. Each employee must obtain a minimum of 8 Continuing Education Units (CEU's) in WH's "Wow" Institute to maintain good standing.