

OAKDALE ELECTRIC COOPERATIVE

JOB DESCRIPTION

Position Title:	Communications Specialist		
Department:	Member Relations		
Reports to:	Member Relations Director		
Date Revised:	8-20-26	FLSA Status:	non-exempt

JOB SUMMARY

Supports Oakdale Electric Cooperative's (OEC) communications under the direction of cooperative management. Responsibilities include member communications, digital content, website maintenance, marketing, advertising, sponsorships, events, and community programs. The position promotes incentive and energy-saving programs, welcomes new members, prepares monthly publications, and coordinates the Youth Leadership Congress and scholarship program. It also assists with media coverage and may require evening meetings, travel outside OEC's service area, and occasional overnight stays.

ESSENTIAL JOB FUNCTIONS

1. Create and design member communications, including newsletters, handbooks, brochures, annual reports, pamphlets, media kits, bill inserts, advertisements, social media content, and internal and external web pages. Ensure these materials provide members with timely, useful information. Build awareness of OEC and monitor social media activity.
2. Stay informed about the cooperative's incentive and energy-saving programs and recommend ways to promote them; share this information with members so that they are encouraged to take advantage and where appropriate follow-up to ensure member satisfaction. Additionally, provide this information to all employees to ensure employee understanding.
3. Support and promote community programs that increase awareness of the cooperative's activities and services.
4. Build relationships with local communities, chambers of commerce, and other electric cooperatives. Use these connections to advise the General Manager & CEO on ways OEC can better serve its members.
5. Represent OEC at schools, business events, and community activities by sharing information about the cooperative and its services. Organize electrical safety demonstrations for community organizations.
6. Manage the cooperative's advertising program, including ad development and design. Review and process advertising, donation, and Federated Youth Foundation requests.
7. Assist with media relation, including article placement, budget, media contracts, follow up, and maintaining relationships with media.
8. Help plan and carry out the Annual Meeting and Member Appreciation Events.
9. Prepares photography for various publications.
10. Coordinate youth programs, including Youth Leadership Congress meetings, safety demonstrations, and the scholarship program.
11. Coordinate consistent marketing materials for member service products across all cooperative departments, including handouts, brochures, posters, and banners.
12. Provide input and feedback with preparation of annual budget for Member Relations Department.

13. Build positive relationships with members, coworkers, business leaders, and others needed to perform the job effectively.
14. Support department and cooperative performance by completing other assigned duties.

POSITION SPECIFICATIONS

Education: Bachelor's degree in communications, public relations, marketing, business administration, or a related field is required.

Work Experience: At least 3 years of experience in communications, public relations, or business, including managing corporate social media accounts.

Job Knowledge: Maintain current knowledge of written, electronic, web-based, and social media communication and marketing methods. Stay informed about website updates, social media and communication trends, and other digital platforms. Identify and implement new ways to reach members and promote cooperative programs and services.

Abilities and Skills: Must have a basic understanding of the cooperative and strong time management, organization, and attention-to-detail skills. Must communicate clearly in writing and speaking and work well with members, employees, business leaders, and the public. Must keep sensitive information private and use good judgment when solving problems. Must have basic photography and graphic design skills and be able to use different design platforms. Strong computer skills are required, including Microsoft 365.

Working Environment: Most work is performed in a smoke-free, climate-controlled office with little physical effort. Some work may take place outdoors in different weather conditions and on varied terrain. The position regularly uses desktop computers, laptops, and mobile communication devices.

Physical Requirements: Minimal physical effort is required. Interact extensively with members, employees and the public by telephone, in person, and in writing. Visually review handwritten, typed, and computer-generated documents.

Certificates, Licenses, Registrations: Valid Wisconsin driver's license.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. Essential job functions are intended to describe those functions that are primary to the performance of this job, and other job duties include those that are considered secondary to the overall purpose of this job.

This job description does not state or imply that the above are the only duties and responsibilities assigned to this position. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.