

Pioneer Electric Cooperative, Inc JOB POSTING

Position: Marketing & Community Services Specialist

Location: Greenville, AL

Date Posted: December 12, 2024

Deadline to Apply: No Later Than Friday, December 27, 2024

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| Job Title: Marketing & Community Services Specialist | Department: Administrative |
| Grade: 10 | Wage/Hour Status: Exempt <input checked="" type="checkbox"/> Non-Exempt <input type="checkbox"/> |
| <p>Summary: This position will develop, coordinate and implement marketing, energy management, and community relations strategies and activities. Responds to member inquiries related to energy efficiency and usage. Performs energy audits and energy-usage analyses for members. Plans and participates in community outreach activities. Participates in regional economic development activities.</p> <p>Reports to: VP of Marketing and Communications</p> <p>Titles Supervised: None</p> | |
| Essential Duties & Responsibilities | % of Time |
| <p>Member Services & Energy Management- Maintains a high level of member service and promotes member loyalty by addressing concerns and providing prompt and accurate responses to their inquiries and concerns. Responds to member inquiries related to energy usage, home weatherization, and equipment. Performs energy audits and analyzes energy usage for members upon request, offering energy education and support. Promotes and executes the Cooperative’s energy-efficiency programs, including but not limited to, rebates, water heaters, loans and grants. This involves collaborating with and maintaining strong relationships with vendors and contractors to ensure the success of marketing programs.</p> | 30% |
| <p>Marketing & Community Relations - Serves as a brand ambassador by representing Pioneer Electric at community outreach events, social and business gatherings, and volunteer activities to create a positive impact in local communities. Assists with planning and executing activities that increase the organization's visibility and to improve the Cooperative’s image in the community and within the industry. Builds and maintains a positive working relationship with key account members and supports the business needs of the Cooperative’s commercial and industrial members. Assists in the coordination of Cooperative programs and events, including but not limited to Operation Round Up, scholarships, Youth Tour, Empower, Co-op Connections and Annual Meeting. Performs and supports school events by providing programs on electrical safety, energy education and the Cooperative.</p> | 30% |
| <p>Economic Development - Coordinates and monitors economic development activities in surrounding communities. Establishes and maintains a positive working relationship with allied organizations, government officials, agencies and other influential individuals and organizations to reflect a positive image of Pioneer Electric. Assists in the development of promotional materials designed to promote areas served by the Cooperative. Works closely with economic development partner organizations to determine future growth areas and opportunities.</p> | 10% |

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| <p>Communications – Assists the VP of Marketing and Communications as needed in various projects, including but not limited to, planning and hosting activities for Pioneer Electric employees and employees, assisting with the development of communications materials such as brochures, advertisements, articles, flyers and digital ads. Provides updates and training on current programs as needed, including member services, energy management, energy efficiency, home weatherization, community relations, and economic development.</p> | 25% |
| Other duties as assigned | 5% |



Minimum Qualifications:

Education: Bachelor's degree in marketing, public relations, communications, business or a related discipline required, or eight years of experience in comparable fields may be substituted for degree.

Experience: Five years' experience that includes marketing, energy services, and/or community relations roles, preferably with an electric utility.

Functional Competencies: Verbal and written communication, presentation and interpersonal skills with diverse membership groups. Knowledge of basic operations of cooperatives, energy efficient appliances, lighting and heating/cooling equipment. Organization skills with ability to manage multiple projects and deadlines. Creativity, critical thinking, business acumen, cooperation, collaboration, problem solving, results oriented. Flexibility in work hours and willingness to travel overnight. Proficiency in Microsoft Office and other general office procedures.

Additional Requirements: Valid driver's license required and must reside within 35 minutes of the Greenville, AL office.

Essential Physical and Mental Requirements

| Physical Demands | Continuous (>70%) | Frequent (40-69%) | Occasional (15-39%) | Rarely (up to 15%) |
|--|-------------------------------------|-------------------------------------|-------------------------------------|-------------------------------------|
| Standing | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Walking | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Bending | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Crouching | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Climbing | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Pushing/Pulling | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Carrying | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Lifting/Lowering 1-5 lbs. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 6-30 lbs. | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| 31-50 lbs. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| > 50 lbs. | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Fine Eye/Hand Coordination | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Color Discrimination | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> |
| Hearing Acuity | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Mental Demands | Continuous (>70%) | Frequent (40-69%) | Occasional (15-39%) | Rarely (up to 15%) |
| Concentration to detail | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Attention span of 1+ hours on a task | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Ability to remember multiple tasks | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Oral Communication | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Written Communication | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Stressful situations and deadlines | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| Working Conditions | Continuous (>70%) | Frequent (40-69%) | Occasional (15-39%) | Rarely (up to 15%) |
| Exposure to hazardous work conditions | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Exposure to extreme heat, cold, temp fluctuation | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Exposure to hazardous chemicals | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input checked="" type="checkbox"/> |
| Other: | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |