



Summary/Objective:

Pioneer Rural Electric Cooperative, Inc. is seeking an experienced communicator who is familiar with cooperative principles to add to its management team in the new role of manager of communications and marketing, including two direct reports. This individual will work closely with the current employee who is responsible for these functions prior to her upcoming retirement in February 2022 and will then report directly to the President/CEO.

The manager of communications and marketing will be the face of the cooperative to both the public and the membership. This individual will be responsible for all marketing and communications efforts, coordinating pertinent information with other departments, and communicating with the membership and public. Specific emphasis is placed upon professional writing, market analysis, promotion of efficient electrical use, timely dissemination of information (including energy issues, rates, historical materials, cooperative sponsored programs or promotions, cooperative philosophy), participation in community affairs, and coordination of member events including the Annual Meeting.

Responsibilities:

- Demonstrates, communicates, and interprets the mission statement, beliefs, strategic goals, and policies within the communications and marketing department to establish direction and to obtain understanding and commitment. Must demonstrate familiarity with and adhere to safety rules and practices, including cybersecurity initiatives.
- Responsible for the supervision, growth, and development of all personnel in the communications and marketing department. Currently this includes the marketing assistant and the marketing/energy use specialist. Allocates departmental resources through budget preparation and supervises and evaluates expenditures.
- Develops and implements communication/public relations plans and supervises marketing strategies. Develops policies and procedures with respect to information dissemination, social media, energy management, and other related issues.
- Produces and manages communication and marketing materials disseminated by the Cooperative including letters, press releases, brochures, newsletters, and other print formats, as well as social media posts, web content, and other digital formats.
- Works with members, trade allies, and other associated persons in an effort to stimulate interest in and create understanding of the cooperative difference, and the marketing programs offered by Pioneer.
- Plans, organizes, and supervises activities associated with the Annual Meeting, including nominations and election of board and county board trustees, and other events for members and the public.
- Attends meetings of the Board of Trustees and county boards, providing departmental and cooperative updates. Considers and recommends action on donations and other community affairs support.
- Participates in the state marketing, communications, and member services association, and attends state, national, and other worthwhile seminars and meetings for personal and company growth.
- Performs other duties and/or responsibilities as deemed necessary or required for the benefit of the Cooperative.



Qualifications Required:

Education/Skills:

- Position requires a minimum of a bachelor's degree in communication, marketing, public relations or related field and at least 5 years of experience.
- Desktop publishing and experience with Adobe creative suite (specifically InDesign) and Microsoft products suite required.
- Experience with content preparation and purchasing for a variety of traditional and digital media needed.
- Individual should have a basic understanding of finance and accounting in order to develop and oversee department budget and expenditures.
- Must maintain a high level of confidentiality.
- Must exhibit excellent verbal and written communication skills and have strong abilities in organization and supervision.
- Must have the ability to manage multiple tasks following different techniques and procedures while still being detail and accuracy oriented.
- Must be able to perform all duties and requirements associated with the position.
- Must be able to adapt to a work environment which requires the ability and willingness to learn and implement new technology.

Physical Requirements:

- Requires working both inside and outside the office, and may require irregular working hours, especially in an emergency or crisis.
- Must be able to speak clearly and fluently over the telephone and in person, especially for public presentations.
- The employee must operate a motor vehicle on public roads for a moderate portion of working hours; must possess and maintain a valid Ohio driver's license.
- May require some lifting of up to 40 lbs. on occasion.
- Involves mostly sitting but could involve long periods of standing or walking.
- Requires frequent work primarily with the fingers and hands.
- Must have clarity of vision at 20 inches or less and be able to perceive sounds by ear.
- The position requires stooping, crouching, reaching, and handling.

Salary/Benefits:

Pioneer provides a robust benefits program including 401k with generous company match, defined benefit pension plan, medical insurance including a health savings account with company contribution, dental, vision, and life.

The minimum starting salary is \$75,000 per year.



Manager of Communications and Marketing
Job Posting

About Us:

Pioneer Rural Electric Cooperative, Inc., is a not-for-profit, consumer-owned electric distribution utility headquartered in Piqua, Ohio. We also have a district facility in Urbana, Ohio, providing quicker response times during outage situations and continued operations in case of a disaster.

The cooperative serves nearly 17,000 residential, agricultural, commercial, and large industrial members throughout rural Miami, Champaign, and Shelby counties in west central Ohio, as well as portions of the eight surrounding counties — Mercer, Auglaize, Logan, Union, Madison, Clark, Montgomery, and Darke.

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