

MCMINNVILLE WATER AND LIGHT JOB DESCRIPTION



TITLE: COMMUNICATIONS COORDINATOR
REPORTS TO: HUMAN RESOURCES MANAGER

CLASS CODE: 1021

JOB CATEGORIES: 1) Not safety-sensitive; 2) Exempt; 3) Full-time Regular

JOB SUMMARY

The Communications Coordinator supports a positive company image through various utility communications and events in support of utility business. This position supports engagement in public education to raise awareness of MW&L's services and provides print and multimedia content for the utility. This position also contributes to positive employee relations through participation in internal events and communications. There is a high level of interaction with management, other departments, contractors, and other public agencies.

ESSENTIAL JOB FUNCTIONS

Essential functions of this position include the following. Other duties may be assigned.

- Collaborates with managers and other staff to develop strategies to meet goals and objectives.
- Contributes to the community awareness of the utility at the local public power provider by being responsible for the utility's website and presence on social media.
- Demonstrates strong writing skills; creates written content for print materials; communicates clear, consistent information; proofreads documents for content, spelling, and grammar.
- Produces written, visual, website, and social media content by collaborating with subject matter experts and departments; manages updates to the MW&L website.
- Participates on the Special Events Committee that plans and implements both internal and external events; Coordinates community outreach events; staffs tables and booths at events; may provide informational presentations to community groups.
- Contributes to positive employee relations by producing communications of employee programs and initiatives.
- Provides communications support during storm events.
- Provides organizational support to department by maintaining the supply inventory for employee and customer events, photo library, and employee clothing stock.
- Supports customer communications by providing graphic design and other assistance to staff in the design and production of print materials including brochures, publications, print ads, newsletters, etc.
- Works with outside vendors and contractors as needed, to deliver communications products on time and on budget; orders materials; monitors expenditures.
- Operates a company vehicle to travel between facilities, to community events, and to meetings.
- Conducts external surveys.
- Provides project management to projects and initiatives; leads teams; manages project timelines and budget.

QUALIFICATIONS

Below are the required education, experience, knowledge, skills, and abilities to perform the essential

functions.

Required Education and Experience

- High School Diploma or equivalent.
- Associate’s degree (A.A.) or equivalent from a two-year College or technical school.
- A minimum of 2 years of experience working in communications or related field for an industry or public sector.
- An equivalent combination of experience and education sufficient to successfully perform the essential duties of the position may be qualifying.

Desired Education and Experience

- Work experience in the utility industry is desired.
- Bachelor’s Degree in journalism, marketing, communication, public relations, graphic design, business, or a related field is desired.
- Graphic design, website maintenance, and management of social media platforms are desired.

Special Requirements

- Driver’s license valid in Oregon, with acceptable driving record.
- Ability to pass a background check.
- Live within 30 minutes of MW&L facilities (once employed with MW&L).
- Communicates effectively, both verbally and in writing with a variety of audiences; listens carefully and speaks professionally in all situations.

Knowledge/ Skills/ Abilities

- Working knowledge of computers, data processing, administrative practices, and procedures for utility operations.
- Ability to identify, prioritize, and articulate highest impact initiatives.
- Knowledge of how to collect, analyze data, and create visuals to express a targeted message.
- Skill in Adobe Suite products and Microsoft Office Suite.
- Maintain confidentiality; perform work in confidence.
- Strong communication and interpersonal skills; listens carefully; speaks clearly and professionally in all situations; edits work for accuracy and clarity; is able to create, read, and interpret complex written information.
- Strong aptitude for evaluating and guiding creative endeavors.
- Proper application of English in formatting, punctuation, grammar, and spelling to produce letters, memos, and other correspondence and internal communication.
- Strong time management skills, and ability to perform work under time/date deadlines.
- Identify and analyze internal and external customer needs, and develop logical and effective solutions.
- Demonstrated ability to work directly with stakeholders to manage projects and deadlines.
- Develops and maintains professionalism and effective teamwork in the performance of job duties.
- Ability to develop strong interpersonal networks within and outside the organization.
- Maintains reliable and predictable attendance.

ADDITIONAL INFORMATION

Work Environment/ Physical Demands

The job operates in a professional office environment. This role routinely uses standard office equipment.

May require working extended hours to address call needs and emergencies.

May require travel for training, meetings, and commuting to other facilities.

The employee is regularly required to talk, listen and hear, and frequently required to use repetitive hand motion, handle or feel, and to sit, stand, and walk.

Reporting Relationship

This position reports to the Human Resources Manager.