

POSITION NOTICE
Internal & External Posting

POSTING DATE:

Job Title:
Public Relations Coordinator

Job Grade:
9

Division:
Member Services

Reporting to (Job Title):
Director of External Affairs & Public Relations

Location:
Fairbanks

FLSA: Regular, Non-Exempt, Non-Bargaining

For an employment application, visit our website at:
<https://gvea.applicantpro.com/jobs/>

- Refer to the job description for further details regarding this position.
- In-house candidates are reminded to apply in accordance with ADM 3.7.
- Please contact the Human Resources Office for further inquiries.

SALARY: Grade 9, \$31.45 hourly; DOE

CLOSING DATE: February 23, 2021 5:00PM AKST
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GVEA conducts pre-employment, post-offer drug screening. Employment is contingent upon satisfactory completion of the drug screening.

GVEA is a Tobacco Free Campus.

GVEA is an Equal Opportunity Employer – minorities/females/veterans/individuals with disabilities/sexual orientation/gender identity.



**Golden Valley Electric Association
Job Description**

Part I-General Information

Job Title:	Public Relations Coordinator	Job Location:	Fairbanks	Hours:	Eight hours per day, five days per week. Additional hours as required.
Report To:	Director of External Affairs & Public Relations	Pay Grade:	9	FLSA:	Non-Exempt, Non-bargaining position.
Reason for Job:	This position is responsible for supporting the Public Relations department with internal and external communication efforts that are driven by GVEA's mission and strategic direction. Ensure that members and employees are well informed and connected to GVEA through timely, accurate and consistent communication, while promoting a positive and professional corporate culture. Assist in building and maintaining a positive public image for GVEA.				

Part II-Position Requirements

Key Accountabilities	Essential Functions
Strategic public relations functions	<ul style="list-style-type: none"> • Work in conjunction with the Director of External Affairs & Public Relations and the Public Relations Specialist on daily tasks and planning. • Provide public and member relations support. • Support internal and external stakeholders. • Assist in handling concerns from members, the Board of Directors and stakeholders. • Keep up with current events, technology and information that may affect communications, the Cooperative and/or electric utilities in general. • Assist in providing timely crisis communications, including power outages, by leveraging GVEA's online presence and other tools to notify impacted members and provide timely status updates. • Promote a safety culture based on joint and individual engagement and adhere to safe work practices. • Work with communications consultants. • Identify and pursue opportunities for GVEA to be involved with communities in the service area. • Assist in developing strategies, campaigns and initiatives to improve public perception of GVEA.
Coordination of internal and external communication	<ul style="list-style-type: none"> • Assist in improving employee relations by coordinating internal celebrations and special events in conjunction with other divisions and employee groups and volunteers. • Organize and schedule tours of GVEA facilities. • Lead presentations and involvement with schools, youth groups and the University of Alaska Fairbanks. • Coordinate with Human Resources to develop internal communications to keep employees informed of various GVEA activities. • Lead in developing, promoting and holding GVEA community events (group volunteering opportunities, fair booths, Adopt-A-Family, etc.) • Oversee special events by recruiting and managing volunteers, procuring prizes, coordinating promotional materials, following public relation's communication plan and completing a post-event evaluation. • Coordinate with employees and consultants to support the Annual Meeting, Board of Director Elections and bylaw revisions. • Assist in the development and implementation of internal and external communication plans that reflects the goals and objectives of GVEA's strategic directives. • Support GVEA's Member Advisory Committee, Key Accounts and Goodcents. • Promote education, including energy efficiency and audit program.

	<ul style="list-style-type: none"> • Assist in coaching employees in effective communication with the public. • Collaborate with departments to identify trends and evaluate advertising needs.
Execution of public relation tactics	<ul style="list-style-type: none"> • Write copy for print, broadcast and interactive media communications including, but not limited to, magazine articles, press releases, legislative briefings, talking points, brochures, newsletters, radio and television advertisements, speeches, surveys, web, annual reports and election products. • Responsible for the development, design and production (both in-house and with consultants) of various printed materials for GVEA, including but not limited to, bill stuffers, brochures, pamphlets, magazines inserts, direct mail, membership literature and the annual report. Participate in the evaluation and revision of these printed materials. • Responsible for publishing and editing newsletters. • Assist in managing the Cooperative's internal and external websites. • Identify opportunities for regional or national recognition through entry for awards. • Identify other public relations projects relating to member education, new business and other community ventures and develop recommendations. • Attend various relevant meetings (e.g. Board meetings, MAC meetings, subcommittee discussions) as directed. • Respond to a wide variety of inquiries from employees, public, members, agencies and affiliate organizations on a variety of topics such as outages, rates, projects, and demonstrations.
Other	<ul style="list-style-type: none"> • Assist with duties of the Public Relations Specialist as required. • Other duties as assigned.

Part III-Job Specifications

<p>EDUCATION:</p> <ul style="list-style-type: none"> • Bachelor degree in Journalism, Communications, Public Relations, English, Marketing or a related field preferred. • May substitute equivalent work experience in lieu of education. 	<p>SKILLS:</p> <ul style="list-style-type: none"> • Knowledge and understanding of marketing and public relations principles. • Ability to work constructively and cooperatively in a team setting. • Demonstrated written and oral communication skills that capture the attention of the intended audience. • Ability to translate complex information into influential and accurate messages that are easily understood. • Excellent grammar, editing, spelling and proofreading skills. • Excellent interpersonal skills and the ability to interact and work with co-workers, Board of Directors, public, vendors and media in a professional and cooperative manner. • Ability to work well independently and to handle stressful situations effectively. • Demonstrated personal computer skills including Word, Excel, PowerPoint and Photoshop. • Demonstrated organizational, planning and problem-solving skills. • Ability to be flexible and capable of meeting aggressive timetables for multiple projects while maintaining excellent attention to detail. • Ability to establish rapport and trust with co-workers, Board of Directors, members and the public. • Desire to continually improve. • Ability to work with online platforms, including a
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	variety of social media options for general and emergency communication, as well as advertising and brand building.
CERTIFICATIONS/LICENSES: <ul style="list-style-type: none"> A valid Alaska driver's license is required. 	WORK ENVIRONMENT: <ul style="list-style-type: none"> Office environment. Travel and visit to GVEA facilities as needed.
PREREQUISITES: <ul style="list-style-type: none"> Submit a portfolio with a minimum of three writing samples and three samples of materials designed by the applicant (brochure, newsletter, flyer, social media post, video, etc.) at the interview. 	PHYSICAL REQUIREMENTS: <ul style="list-style-type: none"> See attachment 1
EXPERIENCE: <ul style="list-style-type: none"> Minimum of three years' experience in a marketing, community relations, business, public relations, communications or related field. Experience with InDesign, Illustrator, WordPress and Joomla is preferred. 	ON-THE-JOB DEVELOPMENT REQUIREMENTS: <ul style="list-style-type: none"> Ability to obtain technical and theoretical knowledge of energy production and principles, and energy efficiency. Improve and upgrade computing skills and other applicable job skills continuously. Become knowledgeable in all applicable safe work practices. Become knowledgeable of GVEA policies, procedures, bylaws, organizational structure and corporate goals.
DIRECT REPORTS TO THIS POSITION: <ul style="list-style-type: none"> None 	Updated 02/03/2021

MANAGEMENT RESERVES THE RIGHT AT ANY TIME TO MODIFY JOB REQUIREMENTS AND ASSIGN OTHER DUTIES AND RESPONSIBILITIES AS DIRECTED OR HISTORICALLY PERFORMED.

POSITION: _____

UPDATED: _____

PHYSICAL REQUIREMENTS AND POTENTIAL HAZARDS

Activity	N/A	NE	O	F	C
Sitting					
Walking					
Standing					
Running					
Bending or twisting					
Squatting or kneeling					
Reaching above shoulder level (i.e. awkward posture)					
Climbing (i.e. ladders)					
Driving cars, light duty trucks					
Driving heavy duty vehicles					
Using foot controls					
Repetitive motion of hands/fingers					
Grasping, gripping or pinching with hand(s), (i.e. high hand force)					
Moderate to High hand-arm vibration					
Lifting/carrying 10-25 pounds					
Lifting/carrying 26-50 pounds					
Heavy Lifting/carrying 51-74 pounds (more than 10 times per day)					
Heavy Lifting/ carrying 75 pounds or more (once per day or more)					
Awkward Lifting/carrying objects 25 lbs above shoulders, below knees or at arms length more than 25 times per day					
Frequent lifting (more than: 10 lbs , 2 times per min., 2 hrs + a day)					
Pushing/pulling					
Repeated impact (use of hand or knee as hammer more than 10 times per hour, more than 2 hours total per day)					
Highly repetitive motion (repeating the same motion with neck, shoulders, elbows, wrists or hands more than 2 hours per day)					
Work in or exposure to inclement weather					
Work in or exposure to cold water					
Exposure to dust, chemicals or fumes (indoor or outdoor air quality)					
Work / live in remote field sites					
Use of hazardous equipment (i.e. guns, chainsaws and explosives)					
Swimming/scuba diving					
Work at heights (i.e. towers, poles)					
Exposure to infection, germs or contagious diseases					
Exposure to blood, body fluid or potentially contaminated materials					
Exposure to needles or sharp instruments					
Use of hot equipment (i.e. ovens)					
Exposure to electrical current					
Seeing objects at a distance					
Seeing objects peripherally					
Seeing close work (i.e. typed print)					
Distinguishing colors					
Hearing conversations or sounds					
Hearing via radio or telephone					
Communicating through speech					
Communicating by writing and reading					
Distinguishing odors by smell					
Distinguishing tastes					
Exposure to wild/dangerous animals					
Exposure to insect bites or stings					
Work/travel in boat or small aircraft					
Exposure to aggressive/angry people					
Restraining/grappling with people					
Respiratory protection (negative pressure 1/2 face)					

POSITION: _____

UPDATED: _____

Activity	N/A	NE	O	F	C
Exposure to work in confined spaces					
Potential ergonomic caution areas (typical work activities that are foreseeable):					
Other:					

The preceding identifies the physical demands and potential hazards typically encountered by this position. The information is necessary in part to ensure compliance with the Americans with Disabilities Act and the OSHA Blood-borne Pathogens Standards.

The following is a brief explanation of each rating given above:

- N/A - Not applicable or not required of the position.
- NE - Requirement is present but is not essential to the position.
- O - Occasional (up to 33% of the time) yet essential to the position. For example, a lifeguard swims only occasionally but it is essential that a lifeguard be able to swim.
- F - Frequent (34-66% of the time).
- C - Continuous (over 66% of the time).