

Marketing & Public Relations Specialist

South Central Indiana REMC (SCI REMC) is a not-for-profit electric distribution, member-owned cooperative. The cooperative is a technology leader in electric distribution systems and is headquartered in a new and progressive facility in Martinsville, Indiana. SCI REMC serves seven counties including Morgan, Monroe, Owen, Brown, Johnson, Putnam and Clay with over 3,542 miles of energized lines and 33,549 meters serving 28,007 members. SCI REMC is excited to add a fiber division and bring broadband services to its members' homes and businesses.

SCIREMC is a trusted electric cooperative serving our diverse communities with innovative energy solutions and life-enhancing services.

General Responsibilities for this position include:

- Developing and implementing communication plans to effectively communicate externally with associated organizations, governmental entities, and the general public.
- Develop marketing plan and informational materials that effectively communicate and promote the efficient use of electricity and the various programs, products and services provided by the Cooperative.
- Development and implementation of comprehensive marketing plan for the fiber division and associated products.
- Developing and maintaining a mutually beneficial relationship with the media.
- Developing and issuing press releases, public service announcements, and advertising that supports the Cooperative's activities, programs, and overall mission.

If you are interested in this great opportunity and meet the qualifications below, apply confidentially through the SCI REMC website – www.sciremc.com/careers

SCI REMC offers excellent benefits including a pension plan, 401(k) matched savings, healthcare, HSA with a generous employer contribution and much more. Joining the co-op family will prove to be a welcoming, friendly experience where employees are focused on providing the best service to all members and subscribers. Join this unique, not-for-profit business that truly values employees and encourages life-long learning and development.

EDUCATION:

Minimum of a two-year/Associate's degree or equivalent in communication, public relations or related field. A bachelor's degree in communications is preferred.

EXPERIENCE:

Minimum of four years of public relations experience, communicating to large number of people effectively in related field; minimum of four years of designing, overseeing and executing effective marketing plans. Must be proficient in Microsoft Office suite, typing, grammar, overall computer skills, and basic math.

POSITION QUALIFICATIONS:

- Must be capable of developing and executing marketing plans for SCI including the fiber division, electric distribution services and the LLC to accomplish the goals of each business area.
- Must be capable of developing and executing an annual communication plan including media strategy for public relations.
- Must be capable of leading crisis communications to the public, consumers and employees, if needed, as well as communicating power outage communications and coordinate with the Member Services & Design Specialist to update social media for consumers.

- Ability to lead and coordinate team colleagues to reach a consensus on design decisions, timelines and expectations.
- Ability to create and execute brand identity guidelines and ensure employees and entities properly utilize SCI logos and brands.
- Ability to manage multiple tasks with competing priority levels with demonstrated diligence, effective communication and efficiency.
- Ability to complete all work with high levels of accuracy and thoroughness.
- Ability to take responsibility and initiative to proactively identify areas of opportunity for improvement and develop solutions.
- Must have the ability to effectively coordinate available resources. The ability to effectively communicate with others, both orally and in writing is essential.
- Ability to maintain a positive attitude and promote unity in a team environment.
- Ability to be able communicate clearly on the telephone and when replying to emails and written correspondence.
- Ability to maintain consistent work attendance and timeliness.
- Ability to embrace and manage change.
- Must be regular in work attendance.

South Central Indiana REMC is an EOE Minorities/Women/Disability/Veteran