

VALLEY ELECTRIC ASSOCIATION, INC.

JOB DESCRIPTION

I. IDENTIFICATION

- A. Title: **Content and Copy Writer**
- B. Department: Corporate Communications
- C. Reports to: Executive Vice President of Corporate Communications

II. OBJECTIVES:

Responsible for writing clear, persuasive, original copy and content for marketing and corporate communications; including but not limited to collateral, web, social media, advertising, magazine articles and press releases.

III. KEY RESPONSIBILITIES

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position:

- a. Responsible for writing, editing, and proofing message and story copy for print collateral, digital, social, radio, television and interactive projects.
- b. Generate content for website(s)
- c. Responsible for proofreading all copy and communication materials for spelling and grammatical errors.
- d. Ensure adherence to all creative briefs.
- e. Responsible for strategic and conceptual development of messages and narratives.
- f. Participate in creative discussions and brainstorming sessions with the creative team.
- g. Maintain brand voice and style throughout all applicable collateral and projects.
- h. In-depth understanding of integrated campaigns and executing across multiple channels (print, web, email, signage, etc.).
- i. Manage deadline-driven assignments, from kick-off to completion, while maintaining the accuracy and integrity of the product and brand.

This job description in no way implies that the duties and responsibilities listed herein are the only ones the employee can be required to perform. The employee is expected to perform other tasks, duties and training as instructed by the manager.

IV. AUTHORITIES AND ACCOUNTABILITY

- a. The Content and Copy Writer shall have full authority to carry out the responsibilities and duties of this position in conformity with established policies and procedures.
- b. The Content and Copy Writer should remember that she/he is accountable to the EVP of Communications for the efficient performance of these responsibilities and that, although some of these responsibilities may be assigned to another person, the accountability for the successful completion of these responsibilities cannot be.
- c. The Content and Copy Writer is encouraged to use initiative and judgment in making decisions, remembering that the Cooperative's best interest can be affected by her/his actions.
- d. The Content and Copy Writer is encouraged to make suggestions for the improvement of operations and efficiency.
- e. Content and Copy Writer shall secure the approval of the EVP of Human Resources in making decisions when policies are not clear or require interpretation or when a matter may involve legal implications or interpretation.

V. RELATIONSHIPS

Employee will communicate, collaborate, and cooperate with colleagues, customers, and vendors.

Inside the organization:

- a. Reports directly to the EVP of Corporate Communications
- b. Works directly with the Marketing Managers for VEA and VCA
- c. Fellow employees.
- d. Coordinate/Cooperates with other department personnel in coordination of activities and preparation of reports.

Outside the organization:

- a. Members/Consumers – Provide prompt, courteous service and information, and develop pride and a sense of ownership and responsibility in the Cooperative.
- b. Vendors and solicitors contacting a Cooperative representative.
- c. Consultants - Develop relationships with consultants to recognize the need for information on a two-way supportive basis to achieve the Cooperative's objectives.
- d. Intra Cooperative – Maintain relationships necessary to assist with and maintain operations of the Cooperative with two-way communication to assure that information and direction will achieve the objectives of the Cooperative.
- e. Federal and State Government Agencies.
- f. Community – Maintain cordial working relationships.

VI. SPECIFICATIONS:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and Experience: Bachelor's degree in Advertising, Journalism, English, Communications, or other related field, or, a high school diploma and 3 years of directly related experience in Advertising, Journalism, English, Communications, or related field.

Job Knowledge and Skills: Extensive knowledge of the creative process. Proficient in Microsoft Office, to include Word, Excel, Access and Power Point. Strong analytical and listening skills, self-motivated with excellent organizational skills and attention to detail. Basic HTML knowledge and knowledge of the utility industries preferred. Must have good problem-solving skills, have effective interpersonal skills and demonstrated leadership ability.

Abilities: Must have the ability to: communicate clearly and effectively in English, both in spoken and written form. Ability to manage multiple deadlines and work in a fast paced environment. Excellent internal communication skills. Strong interpersonal skills with the ability to communicate effectively. Must have the ability to enact and enhance social media initiatives as part of the strategic marketing plan, multi-tasking on simultaneous projects, handle and maintain confidential information, function and act independently, and work well with people in a team environment.

Working Conditions: The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. While performing the duties of this job, the employee will encounter normal office conditions, and appropriate computer and typing skills is required. Must be available for after-hours conferences, meetings, seminars, and assisting in emergency situations. Travel in the service area is required.

Physical and Mental Requirements: The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is regularly required and must have the ability to sit, handle, or feel objects, tools, or controls; reach with hands and arms; and talk and hear. The employee must have the ability to remain stationary and also physically move throughout the campus. Specific vision abilities required by this job include the ability to view items close and in the distance, peripheral vision, depth perception, and the ability to adjust focus. The employee must have the ability to exercise good judgment in tense situations, exercise flexibility to decision making, obey instructions promptly, maintain attention and concentration, interact effectively and appropriately with the member, employees and management.

Accepted
by Date:

Employee

Date:

Manager