

Poudre Valley Rural Electric Association, Inc.
Job Description

POSITION: Marketing & Communications Intern
DEPARTMENT: Member and Government Relations
REPORTS TO: VP of Member and Government Relations
CLASSIFICATION: Part-time/Full-time (Hourly, Non-exempt)

POSITION SUMMARY

The intern will gain experience in a fast-paced, results-focused, team environment while gaining valuable work experience. This intern will provide support to our marketing and communication efforts within the community.

ESSENTIAL JOB FUNCTIONS

Assigned with or without reasonable accommodation.

- Attend and assist with the planning and promotion of various member and community events.
- Craft engaging content that makes our brand stand out on platforms.
- Create compelling email campaigns that get our message across loud and clear.
- Attract new businesses to join and expand our network for our rewards program.
- Keep our team connected and informed through creative and informative communication channels.
- Meet with other department representatives to gain understanding of other electric cooperative utility functions.
- Perform as directed other duties within individual's capabilities.

STANDARDS OF EXCELLENCE

These duties reflect the cooperative's mission and purpose, and they are required of all employees.

- Work according to the safety rules and company policies as adopted by PVREA and is responsible for own safety and reports all accidents in accordance with Association policies.
- Adhere to the cybersecurity policies, procedures, and practices as adopted by PVREA and is responsible for participating in cybersecurity training and awareness exercises.
- Exhibits integrity and demonstrates ethical behavior in everyday business conduct.
- Support the strategic goals of the organization in accordance with the Association's Strategic Plan.
- Interact with all departments of the Association as well as with members, the general public, other utility personnel, governmental agencies, and equipment vendors in a kind, courteous and professional manner.
- Collaborate effectively and successfully with fellow employees to achieve department and company-wide goals and build a team-focused environment.
- Assist in the emergency restoration of facilities during storms or general outages.
- Regular and predictable attendance are essential functions of the position.
- Performs other duties within capabilities as directed by supervisors.



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JOB QUALIFICATIONS

Education and/or formal training needed: High school diploma or equivalent and two years' completion toward Bachelor of Science in Marketing and/or Communications concentration.

Experience needed:

- Experience with Adobe creative suite, graphic design, photo composition, and video editing desired.
- Experience with running social media accounts, email marketing campaigns, and public speaking desired.

Knowledge, skills, and abilities needed:

- Outstanding communication skills and must be able to represent Poudre Valley REA in a professional manner.
- Must possess outstanding organizational skills with exceptional attention to detail.
- Must possess strong written and verbal communication skills.

Drug/Alcohol: A drug/alcohol test is administered to all job offer recipients, as well as a background check.

Driving: Must possess a valid Colorado Driver's License and operate a company non-DOT vehicle

Mental Demands: This employee must be able to work well with the public, co-op members, and PVREA employees. This intern needs to be able to schedule tasks and prioritize future work. Must be able to learn new procedures and equipment and demonstrate flexibility in all areas. The internship will require ingenuity, problem solving, analytic ability, auditory discrimination, writing ability, and imagination. Composure must be maintained always with members and co-workers.

Physical Demands: Must be able to perform the Essential Job Functions of the position with or without reasonable accommodation. This intern spends approximately 70% of the day sitting/standing at a desk and 30% outside (percentages will vary depending on the work to be accomplished). May be required to move equipment that may weigh as much as 50 pounds.

MATERIALS AND EQUIPMENT USED

Personal computers, various publishing, printing, photographic, communication, and website software; cameras and general office and communication equipment; hard wired and cellular phones, copy machine, and other general office equipment.

WORKING CONDITIONS

The Intern spends about 70% of the time indoors or in a vehicle. The remainder of the time is spent outdoors in all kinds of weather. The estimated noise level is 50-90 decibels.

COMPENSATION

The starting hourly pay rate for this position is \$18.00.

Actual compensation offer to candidate may vary outside of the posted hiring rate based upon work experience, education, and/or skill level.

NOTE: This job description is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the job.