



Job Title: Communications Specialist
NRECA Job Code: 22-3371
Reports To: VP of Electrification and Member Experience
Classification: Non-exempt, Office Union, hourly, overtime eligible
Updated: 2026

OBJECTIVE

To lead and assist in the areas of communications and public relations. To gain an increasing knowledge and understanding of the cooperative's objectives and viewpoint; to assist in gaining the acceptance of the cooperative as a member of the business community. To establish and maintain good relations with the Cooperative's members and employees, the public, and other stakeholders. To engage and educate all audiences on Beltrami Electric Cooperative (BEC), mission, and vision.

RESPONSIBILITIES

Communications-External (25%)

- As newsletter editor will write articles, review submitted content, prepare layout and incorporate photography and graphics for monthly member newsletter.
- Analyzes and plans communications for press releases and other communication needs, including emergency communications.
- Keeps informed of cooperative topics, such as but not limited to rates, billing concerns, legislative, outages and assist in the communications of these to members.
- Maintain and develop Crisis Communication Plan
- Assist with radio and television content, may function as spokesperson for cooperative.

Communications-Internal (20%)

- Develops written member and employee communication including articles, brochures, and pamphlets.
- Develop and publish monthly internal employee newsletter.
- Maintain Internal Communication Plan
- Keeps informed of cooperative topics, such as but not limited to rates, billing concerns, legislative, outages and assist in the communications of these to employees.

Community/Event Planning (20%)

- Coordinate and assist with Annual Meeting and director election.
- Coordinate and assist with District Meetings
- Coordinate and assist with Energy Tour (bus tour)
- Plan, develop, implement, and conduct informational training programs and presentations to public and employee groups to continually improve their understanding of the cooperative. This includes open-house events and community groups requesting information from and presentations by Beltrami Electric Cooperative.

- Coordinate, research and develop new community events.

Public Relations (20%)

- Coordinate and assist with scholarship program.
 - Analyzes and plans public relations communication for scholarship programs.
- Coordinate and assist with Operation Round Up (ORU) program.
 - Develops and maintains communications about the cooperative's Operation Round Up program.
 - Collects and reviews grant applications and prepares all necessary documents for the Beltrami Electric Trust Board for Operation Round Up.
 - Attend meetings to document recipient details.
 - Communicate with recipients and coordinate grant distribution.
- Coordinate and assist with Youth Tour
 - Organize and publicize for NRECA's Youth Tour delegate, manages selection process, publicizes delegate chosen and work with MREA on travel details for the delegate.
- Manage donation requests
 - Documents and reviews advertising and donation requests.
- Coordinates all activities related to the Co-op Connections program including recruiting, promotion and maintenance.
- Researches and develops new public relations programs.

Crisis/Emergency Communication (5%)

- In coordination with Digital Marketing Specialist, develop a monitoring communication plan for crisis/emergency communication focusing primarily on outage communication.

Research/Analysis (5%)

- Analyzes and coordinates past and current member surveys to plan direction of BEC advertising and public relations programs.

Other Duties (5%)

- Backup all Digital Marketing Specialist duties, as needed
- Performs other duties and assumes responsibilities as required.

RELATIONSHIPS

VP of Electrification and Member Experience

- To function under his/her direction and assist in the way directed for the benefit of the cooperative and its members. Keep adequately informed as to the progress, plans, programs, and activities so they may determine adequacy, effectiveness, and conformity to established policies objectives and budgets. Works collaboratively to achieve marketing and communications goals.

President/CEO

- Advises and works collaboratively with the CEO on all communications to the membership as it pertains to the electrical industry and legislative activities.

Office and Line Personnel

- To be courteous and to work with them to achieve a high degree of efficiency and productivity on the job.

Members

- To maintain a courteous and cooperative relationship with all members and to assist them in meeting their needs.

Civic and Community Groups

- To participate in the meetings of, to take advantage of every opportunity to gain increased understanding and acceptance of the electric cooperative's programs.

QUALIFICATION REQUIREMENTS

EDUCATION and/or EXPERIENCE

- Bachelor's degree or certificate from a college or technical school in Communications, Public Relations, Marketing or similar, or a relevant field is required, or equivalent combination of education and experience. At least one to two years' related experience preferred.

REQUIRED SKILLS

- Excellent verbal, written communications, proofreading and graphic design skills
- Knowledge of SEO, social media, email marketing, newsletter and other content marketing
- Ability to brainstorm and implement creative ideas with good presentation skills
- Be motivated self-starter who works well independently and as part of a team
- Have high degree of professionalism and organization skills to manage multiple projects
- Comfortable networking with co-op peers and attend industry continuing education
- Ability to organize workload and prioritize time to consistently meet deadlines

LANGUAGE SKILLS

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from: groups of managers, clients, members, employees, and the general public.

MATHEMATICAL SKILLS

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

REASONING ABILITY

- Ability to manage changing priorities and tolerate ambiguity. Ability to manage multiple on-going activities and work independently. Ability to identify problems and implement effective solutions. Ability to handle confidential matters with utmost sensitivity. Ability to interpret and apply common sense understanding in order to carry out instructions furnished in written, oral, diagram, or schedule form.
- Must exercise initiative, judgment and knowledge of cooperative practices, policies and organization.

CERTIFICATES, LICENSES, REGISTRATIONS

- A valid Minnesota driver's license is needed to operate BEC vehicles.

OTHER SKILLS and ABILITIES

- Proficiency in the use of computers and all common office machines required.
- Ability to work with specific computer software, including word-processing and spreadsheet programs and familiarity with industry-specific terminology is required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit and use hands to finger, handle, or feel objects, tools, or controls. The employee is occasionally required to stand; walk, reach with hands and arms; and to stoop, kneel, or crouch.
- Specific vision abilities required by this job include close vision, color vision, and the ability to adjust focus.
- Must occasionally lift and/or move up to 50 pounds.

WORK ENVIRONMENT:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- The noise level in the work environment is usually quiet to moderate.

Disclaimer

The duties identified above cover the major responsibilities of this position. These are not intended to cover each and every aspect of the position. At times, the scope and responsibilities of any given position may change or be temporarily altered, and the employee may be required to perform additional or different tasks. The basic requirement of every position with Beltrami Electric Cooperative is to perform all tasks assigned by the Supervisor.

NOTE: All job specifications and applicant qualifications will be reviewed to assure compliance with the Americans with Disabilities Act.

Manager/Supervisor

Date: _____

Employee

Date: _____

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