



Job Title: Digital Marketing Specialist
NRECA Job Code: 22-2371
Reports To: VP of Electrification and Member Experience
Classification: Non-exempt, Inside Union, hourly, overtime eligible
Updated: 2026

OBJECTIVE

Responsible for internal and external websites, digital marketing campaigns, and content that engages members, employees and the general public. 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

Digital Communications-External (40%)

- Develop and maintain BEC's website.
- Maintains member email database, analyzes monthly reports for the E-newsletter.
- Plan, build and implement digital marketing content on external websites.
- Create engaging video and digital content that highlights BEC, its products and services, while incorporating the co-op's vision, mission, values, and culture.
- Maintain the cooperative's digital marketing calendar, photo libraries, video library, and YouTube channel.
- Monitor social media accounts, Google analytics and other data points and report and use results to modify content to fit engagement points.
- Manage and explore NISC capabilities for digital communications, such as but not limited to Messenger, iVUE Connect Marketing, SmartHub

Digital Communications-Internal (20%)

- Develop and maintain BEC's Intranet internal website.
- Maintain and update content for television displays for employees, members, and the board.
- Create engaging video and digital content that highlights BEC, its products and services, while incorporating the co-op's vision, mission, values, and culture.

Print Publications (20%)

- Maintain print materials for internal and external use included, but not limited to, Member Handbook, CWR brochures, and info cards.
- Maintain materials and supplies for the Energy Center.
- Plans, coordinates and directs activities in the preparation of material for publication and display.

Media Print/Radio/Television (10%)

- Develop and create advertising content for radio, newspaper, and other advertising media.
- Researches and develops new media programs for marketing and communications.

Crisis/Emergency Communication (5%)

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

Other duties (5%)

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

RELATIONSHIPS

VP of Electrification and Member Experience

- To function in 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

- Education: Associate degree or bachelor's degree in marketing/communications with emphasis on media/graphic design and video production
- Proficient with video editing programs, PhotoShop, InDesign, Microsoft Office Suite and Canva content management for website maintenance
- Two years' experience with marketing and digital communications

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 as 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:_____