

Orcas Power and Light Cooperative (OPALCO)
Communications Specialist
Benefit Highlights

The Communications Specialist position is considered by OPALCO an exempt position, however, the position may follow many of the provisions contained within the Collective Bargaining Agreement between OPALCO and IBEW Local Union No. 77, for the period of January 1, 2024, through December 31, 2028, with some details below:

1. Salary range: \$60,000-70,000 annually
2. Employee Benefits:
 - A. Vacation Days: 15 days per year
 - B. Holiday Days: 11 days per year
 - C. Sick Days: 12 hours accrued per calendar month
 - D. Retirement
 - E. 401k
 - F. Long term disability (LTD): Premium is paid by a 50/50 OPALCO/employee split
 - G. Short term disability (STD): Premium is paid 100% by employee
3. Medical, dental, prescription drug, and vision plans
4. Disability and life insurance options

ORCAS POWER & LIGHT COOPERATIVE
JOB DESCRIPTION: Communication Specialist

Reports To: Manager of Communications	Department: Management
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General Statement of Duties

An Eastsound based, non-bargaining unit position responsible for implementation of communications and outreach strategies; provides support for the General Manager and Communications Team.

Primary Functions

The principal function of an employee in this job specification is to work closely with the Manager of Communications to implement a broad range of communication and outreach strategies designed to keep members informed, manage OPALCO's reputation and promote member engagement and participation in the Co-op. Primary functions include website and social media updates, monitoring of organizational reputation and member communications. In the "cooperative" spirit, the Communication Specialist must interact effectively with other employees in every department, board members, media contacts, community leaders, the membership and general public.

Level of Authority

The work is performed under the direct supervision of the Manager of Communications but leeway is granted for exercising independent judgment and initiative. Depending on experience and knowledge, the Communication Specialist performs duties with minimal supervision and exercises great care with respect to the policies and guidelines established by Orcas Power & Light Cooperative.

In the absence of the Public Relations Administrator, an employee in this position may temporarily assume full responsibility for duties of the Public Relations Administrator.

Work Environment

Work is primarily performed in a variety of general office indoor settings; however, travel to/from other offices, community locations and off-island training venues will be required. Some limited work may be performed outdoors under various conditions of weather. Some evening and weekend work will be required.

Essential Job Functions

- Participate with the Communications Team in the development and implementation of an annual strategic communications plan;
- Update OPALCO website and social media channels, monitoring overall online presence;
- Participate in the development and production of printed materials including research, writing, editing, style guide compliance and print management;
- Document OPALCO events and projects through photography and videography;
- Coordination of events, public speaking engagements, displays and signage, and public awareness campaigns;
- Serve as OPALCO spokesperson, as needed;
- Support all OPALCO programs with communication services as needed;
- Track and update communications activities through SmartSheets scheduling software;
- Attend meetings, conferences, workshops and training sessions at various venues;
- Maintain organized records and files to comply with OPALCO's record retention and archiving policies;
- Perform all other related duties on an as-needed basis;
- Respond and monitor power outages and emergency situations on an as-needed basis.

Required Knowledge, Skills and Abilities

- Cooperative team player;
- Ability to perform a wide variety of duties and responsibilities with accuracy and speed under the pressure of time-sensitive deadlines;
- Ability to communicate well with others, both orally and in writing, using both technical and non-technical language;
- Ability to work effectively with leadership, engineering, operations, crews, vendors, membership and the general public;
- Good working knowledge of scheduling, file sharing and word processing platforms;
- Adequate mastery of social networking tools: YouTube, Facebook, Twitter and Flickr;
- Ability to understand and follow oral and/or written policies, procedures and instructions;
- Thorough knowledge of standard office practices and procedures, as well as the ability to use standard office equipment, including personal computer using standard or customized software applications appropriate to assigned tasks, smart phone and tablet;
- Ability to be flexible, organized, decisive, creative, and take the initiative in problem solving.

Desired Distinguishing Characteristics

- Good working knowledge of WordPress and basic understanding of web architecture;
- Competence in photography and videography; bonus for video editing skills;
- Graphic design skills using Adobe Creative Suite applications;
- Ability to demonstrate equanimity and poise in the face of difficult situations, public meetings and interpersonal relations;
- Ability and willingness to quickly learn and put to use new skills and knowledge brought about by rapidly changing information and/or technology;
- Integrity, ingenuity and inventiveness while performing required and/or assigned tasks.

Acceptable Experience and Training

- College degree (two-year or four-year) in any field; and
- Working knowledge of communication or marketing practices; or
- Any equivalent combination of experience, education and training which provides the knowledge, skills and abilities necessary to perform the work.

Required Special Qualifications

- Must have or be able to obtain a valid Washington State driver's license;
- Must acquire and maintain a first aid/CPR card;

Essential Physical Abilities

- Sufficient clarity of speech and hearing, with or without reasonable accommodation, which permits the employee to communicate well with management, consultants, and other employees, in person or over the telephone and radio;
- Sufficient vision, with or without reasonable accommodation, which permits the employee to read reports, printouts, numeric data and a computer screen;
- Sufficient manual dexterity, with or without reasonable accommodation, which permits the employee to operate a computer, related equipment and access files;
- Sufficient personal mobility and physical reflexes, with or without reasonable accommodation, which permits the employee to function in a general office environment and, on occasion, sit for extended periods of up to an entire shift.

Approved: DocuSigned by
Foster Hildreth Date: 3/27/2024
Foster Hildreth, General Manager