

GRAND HAVEN BOARD OF LIGHT AND POWER

Communications & Graphic Design Specialist

Job Description/Initial Qualifications

Supervised By: Operations & Power Supply Manager
Supervises: No supervisory responsibility
Status: Non-exempt
Revised: 10/14/2024

GENERAL SUMMARY: Under general supervision, creates and designs publications; researches and develops social media/website content; assists with community, employee, and media relations; assists with event coordination and initiatives.

ESSENTIAL JOB FUNCTIONS: An employee in this position may be called upon to do any or all of the following essential functions. These examples do not include all of the duties the employee may be expected to perform. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

- Coordinates and participates in the implementation of organizational branding and stakeholder outreach.
- Writes, edits and publishes communication materials ensuring consistency of messages across multiple platforms and publications (print, web, social media, radio, etc.).
- Monitors online discussions and assists with responses to customer inquiries and requests.
- Responsible for the development and implementation of annual communications plan that supports both short and long-range organizational objectives.
- Coordinates, hosts, and/or participates in special community events and internal organizational events including taking pictures during events.
- Assists in communications efforts during emergency and non-emergency situations, answering telephone calls and posting updates/information on website and across social media platforms, going into the field taking pictures/videos as necessary.
- Responsible for production of informational pieces that support communications to a variety of audiences including customers, employees, community members, and the media. These may include, but are not limited to, newsletters, website, e-mail, bill inserts, direct mailings and other communication materials.
- Responsible for ongoing website maintenance and content development, ensuring photos and information are relevant and current.
- Collaborates with outside agencies or resources on strategic initiatives or special projects.
- Assists in the organizing, tracking, and detailing of expenses associated with communications planning and budgeting.
- Responsible for coordinating and applying for industry award designations.
- Back-up support for customer service department and other duties as assigned.

REQUIRED KNOWLEDGE, SKILLS, ABILITIES AND INITIAL QUALIFICATIONS: The requirements listed below are representative of the knowledge, skills, abilities and initial qualifications necessary to perform the essential functions of the position. Reasonable accommodation may be made to enable individuals with disabilities to perform the job. Management reserves the right to waive any of the below items if deemed in the best interest of the Board of Light and Power.

- Graduation from an accredited four-year (4-year) college or university with major course work in marketing, public relations, advertising, journalism, communications, or related field and minimum of four (4) years' experience in marketing, public relations, advertising, journalism or communications; or an equivalent combination of related training and experience which provides the required knowledge, skills, and abilities.
- Good writing skills and experience with press releases, blogs, or other media.
- Working knowledge of Microsoft Office products, desktop publishing, email marketing and social media platforms.
- Experience with Photoshop, Adobe InDesign, Adobe Illustrator and Canva.
- Knowledge of principles, practices, and procedures of public relations and communications.
- Ability to plan, coordinate, and implement special events of moderate complexity.
- Ability to analyze effectiveness of communications program results and exercise sound professional judgment for continuous improvements.
- Ability to keep organized electronic records and prepare reports.
- Ability to determine appropriate opportunities to reach target audiences, including, but not limited to, interactive, mass, target, broadcast media, and special events.
- Ability to work with outside contractors such as designers, videographers, and printers to develop promotional materials.
- Ability to maintain a professional demeanor to communicate and work effectively, both orally and in writing, with employees, customers, the public, news media, and elected officials under routine and non-emergency conditions.
- Excellent attendance and good safety record.
- Must be able to occasionally work beyond the normal workday/week to attend functions, assist during emergency situations, or meet essential deadlines.
- Must have valid Michigan driver's license.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: The physical demands and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of the 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 frequently is required to use hands to finger, handle, or feel and reach with hands and arms. The employee must frequently lift and/or move items of light to moderate weight. Specific vision abilities required by this job include close vision, color vision, depth perception and peripheral vision.

While performing the duties of this job, the employee regularly works in a business office setting. The noise level in the work environment is usually moderate.