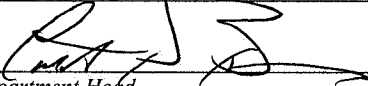
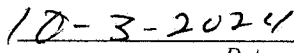

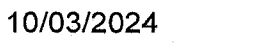
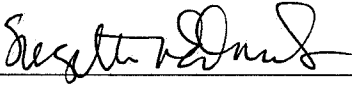
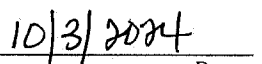


CENTRAL NEW MEXICO ELECTRIC COOPERATIVE, INC.

POSITION DESCRIPTION

JOB TITLE: Marketing Coordinator	FLSA STATUS: Non-Exempt
REPORTS TO: Manager of Member Services & Communications	SALARY GRADE: 5
DEPARTMENT: Marketing/Communications	LOCATION: Moriarty
APPROVED BY:  <hr style="border: 0; border-top: 1px solid black; margin: 2px 0;"/> <i>Department Head</i>	 <hr style="border: 0; border-top: 1px solid black; margin: 2px 0;"/> <i>Date</i>
 <hr style="border: 0; border-top: 1px solid black; margin: 2px 0;"/> <i>CEO</i>	 <hr style="border: 0; border-top: 1px solid black; margin: 2px 0;"/> <i>Date</i>
 <hr style="border: 0; border-top: 1px solid black; margin: 2px 0;"/> <i>Human Resources</i>	 <hr style="border: 0; border-top: 1px solid black; margin: 2px 0;"/> <i>Date</i>

Job Summary

Under the direction of the Manager of Member Services & Communications, the Marketing Coordinator is responsible for public relations in the promotion and operation of the electric thermal storage program, heating devices, water heater program, surge protection program, and/or any marketing/sales program the Cooperative chooses to participate in. This person will assist in the developing and implementation of marketing programs which will facilitate growth in the system; is beneficial to the membership; and lends itself to improved load factors in all classes of service. This person is responsible for advising members on energy usage and techniques used to improve energy quality, reliability and consumption and shall also advise members on the best rate available for their needs. Duties will include assisting and training other employees on energy efficiency, marketing programs, and rates in order to give our members the best service possible.

Essential Duties and Responsibilities

- Greets members entering the Marketing Office and takes care of incoming calls concerning electrical thermal storage (ETS) units, the water heater program, surge protection, energy efficiency, rates and/or any other marketing program involving sales or energy services to the members.
- Promotes all marketing programs of the Cooperative including and not limited to electrical thermal storage, heating devices, water heaters, surge suppression, utility poles, residential and commercial rates, lighting devices, energy efficiency and any other device or promotion the Cooperative chooses to participate in.
- Is responsible for correspondence, public relations, sales, leases, inventory, promotional sales, advertising, pricing, collecting payments, coordinating pick-up and deliveries, installations and inspections of equipment.
- This person is responsible for invoicing sales and entering data for the sales, returns, inventory, month end reports and keeping information current and accurate.
- Prepares and submits all energy efficiency rebates. Prepares and submits ETS and water heater warranty claim forms and submits surge device warranties and claims.
- Provides energy advice and assistance as needed to assist customers in managing their utility expenses.
- Files and maintains record of all completed energy audits.

- Develops and administers programs that promote the wise use of all forms of energy and fulfill the public utility responsibility requirements for the conservation of energy and the promotion of the use of environmentally acceptable, renewable energy resources.
- Consults with members on renewable energy and generates kWh usage history for renewable energy projects.
- Designs brochures and other material to promote activities which are beneficial to the promotion of the Cooperative.
- Responsible for coordinating and organizing the annual meeting and other events including but not limited to the county fair, community and school events, parades, seminars, and public relation events. Reviews the effectiveness of such events to determine where improvements can be made.
- Plans, develops, coordinates and oversees all aspects of the youth programs (scholarship program, poster contests, and youth tour) employee events and other activities such as the Cooperative's newsletter.
- Collaborates with the IT department on information and updates to CNMEC's website.
- Assists in preparing and distributing any news media to the members or employees as needed and issues news releases and advertising for media concerning Cooperative activities of civic or community importance.
- Responsible for maintaining a positive cooperative relationship and work with members and employees to resolve any energy problems or service needs.
- Participates in the New Mexico Marketing and Member Services Organization and attends meetings as necessary.
- As requested, compiles data for, or assists in performance reports and studies, such as member surveys, special projects, mailings, etc.
- Prepare and submit documents for record retention.
- Prepare monthly Marketing Board Report.

Within the limits of established policies, budgets and other requirements, has responsibility to carry out the following activities:

- Planning, developing and administering a comprehensive marketing/communication program, which facilitates growth in the system that is beneficial to the membership. These marketing/communication programs should be geared toward improving load factors in all classes of services.
- Ensures that the marketing/communication program will render prompt and efficient service to the membership, employees, and general public in the preparation and dissemination of information and materials that contribute to a better understanding of the objectives, plans, programs, accomplishments, and services of the Cooperative and reporting back to the Department Manager with necessary information.
- Recommends programs of advertising and public information and constantly reviews these programs to assure they are contributing to the Cooperative's objective.
- Periodically reviews department activities and recommends to the Department Manager organizational structure best suited in carrying out the objectives of the department.
- Developing and administering programs, which will enable the Cooperative to assist in the economic development of its service area.
- Developing public relations by participating in various civic and community activities and meetings within the Cooperative service area.
- Actively participates in appropriate community and professional organizations as needed.
- Works with legislative officials at local, state and federal levels on matters significant to the Cooperative, as needed.
- Prepares or assists with development of programs for civic clubs and schools requesting Cooperative activity, as needed.

- Ensures the Cooperative has the necessary marketing and communication tools in order to be effective and competitive.
- Oversees the full process for donation requests that come into the Cooperative. Responsible for recommending action on donations and other community support activities.
- Performs other miscellaneous job duties as assigned.

Minimum Qualifications

A high School Diploma or GED is required. Bachelor's degree is preferred and/or five years' experience in Marketing, Public Relations or Communications or a combination of education and experience providing equivalent knowledge.

Knowledge, Skills and Abilities

- This position requires demonstrated abilities and skills operating a personal computer using Microsoft Windows and Microsoft Office Suite applications to include Outlook, Excel, and Word.
- Must also be able to work with the Adobe Suite Products, including InDesign, Illustrator, and Photoshop and or other desktop publishing programs as needed. Must also be able to operate general office equipment, including the fax machine, copier, telephone, and also hand tools and a multi meter.
- Requires a basic knowledge of electricity and must become familiar with CNMEC policies and procedures, billing and accounting system, the Cooperative's service territory and PRC regulations.
- This is a public relations position and this person must be able to project a favorable image for the Cooperative at all times.
- Must have the ability to communicate with consumers and other employees and deal with diverse groups of people.
- Must also be able to take direction on a variety of projects simultaneously and meet established deadlines.

Working Conditions and Physical Effort

A person in this position usually has sufficient time to complete most tasks, although customer interactions may create a stressful environment. There are opportunities to relax from any physical exertion or to change position in work activities.

- **Physical Effort and Dexterity:** Frequent physical activity to include sitting, standing, walking, stooping, bending, reaching, crawling, lifting and carrying office supplies and equipment over 50 pounds.
- **Machines, Tools, Equipment required to be operated:** Capable of operating a personal computer, general office equipment, multi-meter, hand tools, drills, hand truck and appliance dolly.
- **Visual Acuity, Hearing, and Speaking:** Comfortable in speaking with individual consumers and employees in person, through correspondence and by telephone. This person must be able to communicate clearly and accurately for work and safety compliance.
- **Environment/Working Conditions:** Work is usually indoors. Normal office safety precautions and practices are required. Position may require travel in the Cooperative's service territory. Regular work schedule is based on the scheduled office hours, but this position may require weekend and holiday work.

Note: The preceding statements describe the general nature and level of work performed by the individual assigned to this position. This is not an exhaustive list of all duties, responsibilities and skills required of this position. Nothing in this job description restricts management's right to assign or reassign duties, tasks and responsibilities to this job at any time.