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| <b>Job Title: Communications Specialist</b> | <b>Reports to: Director of Customer Experience</b> |
| <b>Department: Customer Experience</b>      | <b>Job Grade: 6</b>                                |
| <b>FLSA: Non-Exempt</b>                     | <b>Union: No</b>                                   |
| <b>Date: July 2026</b>                      | <b>GM Approval:</b>                                |

**FUNCTION:**

Under the direction of the Director of Customer Experience, supports the development and execution of marketing strategies to build brand awareness for SELCO's Electric and Broadband Divisions. Assists in creating effective messaging, promotional materials, and advertising campaigns. Utilizes public relations, market research, and external communications to support utility objectives, while collaborating with other teams to implement initiatives that promote SELCO's services, values, and community impact.

**ESSENTIAL JOB FUNCTIONS:**

- Conceptualizes and creates digital media for the website, ads, and social media channels, including graphics, how-to videos, and promotional videos, consisting of internal and external stakeholder engagement content. Works with internal employees to gather and promote accurate and relative information.
- Designs, produces, orders, and distributes printed promotional material. Communicates requirements to printing and promotional materials vendors and coordinates with them throughout the design process. Ensures marketing content and brochures in SELCO's front lobby and are stocked and current.
- Handles routine updating of SELCO's web pages and implements strategic or comprehensive website updates as directed by the Director.
- Responsible for accurate and timely updating of marketing materials to reflect new packages and pricing for broadband products, and for updated electric programs and rates.
- Assists Communications Coordinator with planning and implementing community events. Attends community events to promote SELCO's programs, services, and policies to internal and external stakeholders in order to create a positive image of SELCO as a community-owned utility.



- Assists with implementing, tracking, and evaluating the effectiveness of marketing plans and campaigns to promote SELCO electric, TV, internet, and telephone services.
- Develops and works with SELCO staff to implement SELCO's marketing plans, which outline communication goals and objectives, strategies, tactics, and timelines for specific programs, services, and events.
- Remains current on industry developments through the study of literature and attendance at meetings and seminars.
- Edits, promotes, and assists in maintaining SELCO's social media and outreach accounts, ensuring compliance with established guidelines and consistency in messaging; and responds to citizen questions and comments when applicable through comments and direct messaging. Continuously improves overall social media presence by capturing and analyzing the appropriate social data/metrics, insights, and best practices and then acting on the information.
- Prepares and publishes agendas for SELCO Municipal Light Commission meetings; maintains Board meeting calendar; coordinates all meeting preparations, including gathering information from all SELCO Directors and the General Manager and conveying it to the Commission in a consistent manner; reserving rooms, booking public access coverage and handling room setup. Prepares monthly Board packet. Attends Board meetings including Executive Sessions to take notes and draft minutes.
- Maintains general knowledge of the Open Meeting Law, Conflict of Interest Law, and Chapter 164 as it pertains to the SELCO Commission.
- Performs other special project functions as required or as assigned by the Marketing & Communications Manager.

**KNOWLEDGE, SKILLS & ABILITIES:**

Strong understanding of the principles of marketing and design. Excellent copywriting and communication skills are required. Must be creative and innovative.

Must be experienced in developing and implementing strategic marketing plans. Proven writing and editing experience (sales, copywriting, newsletter, etc.) is required.

Market research experience and/or knowledge of market research methodology are essential. Strong attention to detail and ability to provide accurate assessments of market data to support major business decisions.



## SHREWSBURY ELECTRIC AND CABLE OPERATIONS

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YOUR COMMUNITY PROVIDED ELECTRIC & CABLE SERVICES

A solid understanding of design/layout concepts, typography, and multi-media marketing strategies and production is required. Should be familiar with production of graphics and short form videos for online/digital marketing and social media.

Ability to market programs and ideas; to communicate effectively both verbally and in writing; to establish positive public relations for the organization, department and/or division; and to interact effectively with a wide variety of people.

Working knowledge of the electric utility and the cable industries. Familiarity with utility energy efficiency, conservation, load management, and green power programs. Familiarity with cable and internet services and products.

Ability to recognize organization-wide priorities and work cooperatively to support their accomplishment. Ability to meet deadlines.

Ability to conceptualize and carry out goals and objectives for the department or division.

Ability to analyze complex issues and to develop relevant and realistic plans, programs and recommendations.

Ability to take highly technical information and present it effectively to lay audiences is essential.

Ability to find and attend training on technology and social media strategy as outlets expand.

### **QUALIFICATIONS:**

Duties require knowledge equivalent to a Bachelor's degree with a focus in marketing or communications plus three to five years of progressively responsible related experience in marketing. Proficient with web design (e.g. Wordpress, Wix, Dreamweaver), word processing, presentation, spreadsheet, graphic design (e.g., Microsoft, Adobe Creative Cloud, Canva), and video editing software applications.

### **SUPERVISORY RESPONSIBILITY:**

No direct reports. May occasionally be tasked with supervising interns.

### **WORKING CONDITIONS/PHYSICAL DEMANDS:**



## SHREWSBURY ELECTRIC AND CABLE OPERATIONS

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YOUR COMMUNITY PROVIDED ELECTRIC & CABLE SERVICES

Work is performed under typical office conditions, with regular interruptions to respond to requests for information or service. The workload is subject to predicted fluctuations. The regular schedule includes two to four morning or evening meetings per month.

Involves attendance at meetings, community events, and occasional travel to other communities; it may be outside normal business hours.

Requires availability during outages/emergency situations to assist with public communications.

The employee operates standard office equipment.

The employee has constant contact with the general public, other town department personnel and department heads, and outside organizations, which requires extensive knowledge to obtain or furnish information or provide assistance. Contact is by telephone, fax, correspondence, e-mail, and in person.

Confidentiality required.

Valid driver's license required.

Errors could result in delay or loss of service and legal repercussions.

Minimal physical effort is required to perform duties under typical office conditions. The employee is frequently required to stand, walk, sit, speak, hear, and use hands to operate the equipment. Vision requirements include the ability to read routine documents and use a computer.

***The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.***

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| <p><b>*External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.</b></p> |
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