

Copper Valley Telephone Cooperative

Position Title: Public Relations Associate
Reports To: Director of Customer Experience

Department: Marketing
FLSA Status: Non-Exempt

General Summary:

Produces and provides support for events from conception through to completion and assists with other public relations activities. This position's responsibilities include creating and carrying out events in such a way as to support the promotional, educational, public relations, and brand objectives of the company.

Essential Job Functions:

- Event planning and implementation: Organizing details such as themes, schedules, goals, decor, catering, speakers or presenters, entertainment, travel, location, invitation list, special guests, equipment, and promotional material.
- Examples of current annual activities & events: High 5 Triathlon, Customer Appreciation Picnics, Annual Meetings, Project Santa, Relay for Life, Cooperative Month, Cyber Security Month, Adopt-a-Highway, Business Lunches, sales & service visits, phone directory cover contest, community event participation. Examples of non-recurring events include outreach programs such as digital literacy classes.
- Receive community donation requests and review for completeness per company procedures. Organizing and presenting requests to senior management for funding decisions. Communicating with organizations regarding funding decisions.
- Assist the Director of Customer Experience, and the Customer Experience and Marketing manager with various marketing projects. Project may include, but not limited to website updates, newsletters, and press releases.
- Propose ideas to improve event quality.
- Ensure events comply with insurance, legal, health and safety obligations
- Determine staff or volunteer requirements for events. Recruit, coordinate, and schedule participating staff or volunteer activities.
- Collaborate with departments within the company as well as local community groups as required to make events successful.
- Cooperate with marketing to promote and publicize events

- Proactively handle any arising issues and troubleshoot any emerging problems on the event day and during the events.
- Conduct pre- and post – event evaluations and report on outcomes
- Recommend event opportunities that support CVT’s marketing, branding, and public relations strategy.
- Performs all other related duties as assigned by supervisor.*

*These tasks do not meet the Americans With Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

Knowledge, Skills, and Abilities:

- Knowledge of correct correspondence styles and English composition.
- Knowledge of company policies and procedures.
- Knowledge of company products and services.
- Skill in organizing and ability to pay close attention to detail.
- Excellent skills in oral and written communication.
- Skill in operating Microsoft applications including Word, Excel, PowerPoint, Outlook, and Explorer. Proficiency with office equipment, digital cameras, and audio-visual equipment.
- Ability to communicate with customers, employees, and various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments and deadlines.
- Ability to maintain confidentiality.
- Ability to work independently on projects and to work productively as a team member
- Ability to sit in front of a computer monitor and type or enter data for long periods of time.
- Ability to work extended hours and travel on occasion, including occasional

weekends and evenings.

Education and Experience:

High School Diploma or equivalent. Experience as an events planner or organizer.

Physical Requirements:

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

Working Conditions:

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.