

Do you like spending time on Facebook? Can you start a #Tweetstorm? Are you an Instaworthy poster? Can you live stream? Wheatland Electric has the job for you! We are looking for a full-time Social Media Specialist who can “crush it” at increasing our online presence and brand awareness on multiple social media platforms. This position is at our Scott City or Great Bend office. This is a full-time position and the job description follows.

If interested and qualified for this position, email cover letter and resume to resumes@weci.net. Please put Social Media Specialist in subject line. This position is open until filled.

PURPOSE OF POSITION: To represent Wheatland Electric Cooperative, Inc. (WECI) in online social media platforms and increase Cooperative brand awareness through these platforms.

MINIMUM JOB SPECIFICATIONS: Associates Degree in marketing, communications, or related field plus 4 years' experience in writing, editing, and designing to include online platforms; or, Bachelor's degree in marketing or communications or related field, plus a minimum of 2 years' experience in writing, editing, and designing to include online platforms. Experience with Adobe Creative Suite (InDesign, Illustrator, Photoshop) is required. Experience with Adobe Acrobat Pro, Google Analytics, Microsoft Office and social media platforms such as Facebook, Instagram and Twitter, is required. Experience with online/digital marketing, Search Engine Optimization (SEO) best practices, social media channels best practices and thorough understanding of functionality is preferred. Basic photography/video editing skills and design skills are preferred. Able to effectively plan and manage time to meet deadlines and work on several projects simultaneously, while staying within budget. Ability to communicate, both orally and written, tactfully and courteously during interactions with the public, online and in person. Ability to research and create content, staying within copywrite laws, for monthly Kansas Country Living Magazine, social media, website and blog, including proper grammar, proof-reading articles, designing layout and incorporating photography and graphics is required. Ability to monitor social media comments and quickly make decisions on how to respond with direction from upper management. Possesses the ability to identify potential negative or crisis situations and apply conflict resolution principles to mitigate issues with direction from upper management. Knowledge of the cooperative's philosophy and objectives preferred. Able to work overtime, holiday, or weekends when needed including after-hours events. Ability to occasionally travel long distances for events, training or seminars which may require overnight travel. Must be able to successfully pass Wheatland Electric's drug/alcohol screening, pre-employment and ongoing, and background check.

WORKING CONDITIONS: General office environment of sedentary work, with normal temperatures and normal conversation noise levels. Requires reaching, walking, lifting 20 lbs., fine finger dexterity, talking, listening, and repetitive motion. Ability to spend 90% of daily time

utilizing a computer and keyboard and 10% of time driving to various Wheatland locations or community events.

WORKING RELATIONSHIPS: Reports to Manager of Member Services and Corporate Communications. Works with members, vendors, and employees.

BASIC DUTIES/RESPONSIBILITIES: The following are essential responsibilities of this position and do not include marginal functions that are incidental to the performance of the fundamental job duties.

1. Uses company assets and media channels to market cooperative services and keep Wheatland's employees, members and the public informed about the Cooperative
2. Responsible for managing the content of the Cooperative website, Intranet and social media platforms
3. Develop, implement and manage Wheatland's social media strategy
4. Define most important social media KPIs (Key Performance Indicators)
5. Execute research related to social media platform and advertising updates, and new tools and applications
6. Create/coordinate graphics, photos, video as necessary to enhance postings
7. Identify target demographics and specific channels for optimal outreach
8. Develop and implement multiple engagement strategies
9. Conduct online research to support goals, audit online accuracy and competitors, and monitor/control brand reputation
10. Monitor SEO (Search Engine Optimization) and user engagement
11. Collaborate with the Member Services team to ensure campaigns are on strategy, time, and budget
12. Daily content postings and response as the social voice of WECEI
13. Postings as necessary during outages and emergencies to include after-hours and holidays
14. Ensure consistency of messaging across multiple online channels using social media marketing tools such as Hootsuite or Buffer
15. Monitor and report key analytics and adjustment strategies to meet goals
16. Assist with Member Services events
17. Assist in researching and drafting articles for monthly Kansas County Living Magazine, social media, website and blog
18. Read and research current issues facing electric cooperatives and their impact on the Cooperative, its members and its communities
19. Participate in training programs relating to position and Member Services
20. Develop and advise Manager of Member Services and Corporate Communications of methods and opportunities to enhance the Cooperative and departmental goals.
21. Performs other duties as assigned

ADDITIONAL DUTIES:

Additional duties and responsibilities may be added to this job description at any time. The job description does not state or imply that these are the only activities to be performed by the employee holding this position. Employees are required to follow any other job-related instructions and to perform any other job-related responsibilities as requested by their supervisor. This document does not create an employment contract, implied or otherwise, other than an “at-will” employment relationship.

Wheatland is E.O.E.