



**Muscatine
Power and Water**

Position Opening

Date Posted: 1/24/2012

Marketing Communications Specialist

Muscatine Power and Water has an immediate opening for an experienced Marketing Communications Specialist (MARCOM) reporting to the Manager, Marketing and Sales. This position will be involved in the development and implementation of all marketing, public relations, and media communications, (including graphic design) for all Utility and communications (video & internet) products and services.

Primary Responsibilities:

1. Develop & design concepts and materials (including graphic design), writes copy, and implements internal and external communications and communications programs promoting Utility goals, objectives, products and value added sales/services.
2. Development and implementation of the Utility Communications and Public Relations Plan. Assist and also play role in projects (from conception to implementation) in the Communications Utility. Provide strategic and tactical input and be a key contributor for crafting and implementing the Marketing and Advertising Plan of the Communications Utility.
3. Develop concepts and lead various public relations activities supporting Utility initiatives, including:
4. Provide information, justification and data for communications/public relations programs to be included in the budgeting process.
5. Evaluate, tag, and place cross-channel spots on networks and assist in airing special programming
6. Assist with development and implementation of action plans to meet Utility strategic goals.
7. Provide back up support for Trafficking Specialist function.

Secondary Responsibilities:

1. Manages web content and projects related to the various websites. Writes, edits and proofreads new content. Ensures that all documents meet established content standards.
2. Produces graphic designs and copy layouts for online content.

Qualifications:

1. Bachelor Degree (or equivalent) in Marketing, Public Relations, Communications, Advertising, Journalism, or similar major concentration.
2. A minimum of two years experience in Marketing, Graphic Arts, Written Communication and Public Relations with an emphasis on Information Technology, customer education and awareness.
3. Excellent verbal and written communication skills and proof reading skills, and the ability to work individually on a project or in a team environment.
4. Strong graphic design skills, as well as experience with digital photography.
5. Should be proficient with PC applications, including: PageMaker, Illustrator, Photo Shop, In Design, Dreamweaver, Fireworks, Flash, QuarkXPress, Power Point, and Microsoft-Office Suite.
6. Knowledge of print shop requirements for camera-ready artwork and the use of color printers, scanning equipment and slide processing equipment preferable.
7. Ability to provide initiative to complete projects from concept to implementation with creativity and attention to detail and quality.
8. Track effectiveness of public relations and customer education and awareness efforts.
9. Knowledge of marketing, communications, advertising concepts and journalism writing style (AP style).
10. Ability to meet tight deadlines and juggle multiple projects at once.
11. Must be inquisitive and a good listener and posses the ability to work in a team environment.
12. Must be experienced in working with outside producers and vendors.
13. Must possess a valid driver's license.

Relocation expenses are not reimbursed.