

## **Communications & Marketing Specialist**

Freeborn Mower Electric Cooperative (FMEC) is searching for a creative communicator who can turn bright ideas into powerful stories – online, in print, and everywhere in between. If you're a creative spark plug who believes great communication can light up a community as much as electricity can, we'd love to hear from you.

FMEC is seeking a highly motivated and organized individual to join our team as a Communications & Marketing Specialist. This position is responsible for effective internal and external communications and marketing initiatives fostering cooperative engagement. Assuring our brand is well-maintained will also be a priority of this position. This will involve designing, implementing, and reporting on communication plans, strategies, campaigns, and programs to meet the needs of our members. The successful candidate will be an excellent writer and organized project leader who feels comfortable directing and executing a wide variety of creative projects and activities.

A bachelor's degree in communications or marketing is preferred. Relevant experience and education may be considered as substitutes. This is a non-union, non-exempt, full-time position with a 40-hour minimum work week. Some travel may be occasionally required. A full job description is provided below.

Pay range and benefits offerings include:

- Starting pay range \$24-\$28 / per hour
- Paid vacation and sick leave
- 8 holidays per year
- Medical, prescription drug, dental, life insurance and long-term disability plans
- Retirement plan
- Health Savings Account and tax-free expense account for dependent care
- Resources that provide support and promote physical, emotional, social and financial well-being

Interested parties should complete the application form found on this page and submit or mail, along with a current résumé to:

Freeborn Mower Electric Cooperative  
Attn: Human Resources  
PO Box 611, Albert Lea, MN 56007

**DEADLINE TO APPLY: Monday, February 16, 2026**

*Freeborn Mower Electric Cooperative is an equal opportunity provider and employer.*

## **COMMUNICATIONS & MARKETING SPECIALIST**

### **Objectives**

This role is responsible for effective internal and external communications, marketing initiatives, and fostering cooperative engagement. Assuring our brand is well-maintained will also be a priority of this position. This will involve designing, implementing, and reporting on communication plans, strategies, campaigns, and programs to meet the needs of our members.

The successful candidate will be an excellent writer and organized project leader and must feel comfortable directing and executing a wide variety of creative projects and activities.

Reports to: Communications Manager

### **Responsibilities**

These examples illustrate the various types of work performed in this position. The omission of specific duties does not exclude them if the work is similar, related, or a logical assignment to the position.

- Ability to write compelling, clear copy in a consistent voice with the aim of adding value to the internal and external Freeborn Mower Electric Cooperative (FMEC) communication initiatives. This could include writing articles for all our communication needs, including content for the monthly publication of County Lines, email, website, social media content, and other marketing materials.
- Ability to lay out monthly newsletter utilizing InDesign or other approved marketing resources.

- Assist with the creation of the annual report.
- Assist when the cooperative offers Member Satisfaction Surveys by having a working knowledge of market research, prior surveys, and data analytics.
- Have exceptional attention to detail, time management, and general thoroughness for managing multiple projects with tight deadlines in a fast-paced work environment.
- Be experienced in a collaborative setting, where open dialogue, exchange of ideas, and the ability to accept feedback are essential.
- Have a demonstrated ability to effectively collaborate with and support executives, particularly relating to content development and distribution.
- Must be able to work independently on some projects and collaboratively on others with little oversight.
- Provide visual communication support, including the ability to shoot and edit photography, videography, and presentation visuals.
- Responsible for maintaining all FMEC digital photography and video files and assisting others with finding photos/videos when needed.
- Create and manage social media platforms, such as Facebook, X (formerly Twitter), LinkedIn, and YouTube.
  - Implement and create a quarterly measurement tool that will be shared with the FMEC Board of Directors to monitor the effectiveness of our social media presence.
  - Develop engaging online content, including articles, videos, graphics and ads.
- Assist with cooperative advertising by having a complete understanding of our cooperative's advertising goals and initiatives.
- Design and order cooperative marketing items and maintain a budget for such items.
- Maintain the FMEC website by learning Touchstone Energy's Web Builder platform. Update the website as needed to keep the content updated, relative, and fresh.
  - Review the cooperative website monthly to ensure links are working.
  - Assist the FMEC Energy Solutions Team in building marketing and advertising programs and campaigns.
  - Upload annual rebate forms and information.
  - Ensure policy information is updated as approved by the Board of Directors
  - Continually search for ways our website can be more user-friendly.
- Coordinate and manage the FMEC Operation Round Up Program. Responsible for collecting applications, organizing quarterly meetings with the Board of Trustees, and distributing funds to successful applicants. The role also involves maintaining records, communicating with donors and recipients, and ensuring the program runs effectively.
- Assist with the FMEC online store by offering apparel suggestions and ensuring the online store is available to employees twice per year with updated apparel offerings.
- Coordinates, develops, and implements youth programs in area schools and communities.
- Creates letters, bill messages, web content, bill inserts, and other various marketing materials as needed.

- Attend meetings, training, workshops, and/or seminars when requested to do so.
- Take a seat on FMEC committees as time allows.
- Be punctual and work as efficiently as possible.
- Abide by the cooperative's Safety and Operating procedures and adhere to board-approved policies.
- Additional tasks may be assigned based on your knowledge, skills, and abilities, or for which you have received training.

## **Position Requirements**

### **Education**

This position requires a high school diploma or equivalent. A bachelor's degree in communication or marketing is preferred. Relevant experience and education may be considered as substitutes.

### **Abilities and Skills**

- Excellent listening, written, and verbal communication skills and the ability to build rapport are essential.
- This position requires a highly organized employee with a keen attention to detail who can work independently and take on responsibilities.
- Solid project management skills.
- Must have expertise in Microsoft Office (Word and Excel), Adobe Creative Suite, Canva, and Google Analytics and be able to learn additional programs as needed.
- Flexibility in schedule and willingness to work outside of regular hours, including some evenings and weekends, are required.
- Initiative to get the job done and willingness to be part of a team.
- This job necessitates the capacity to work efficiently in a high-pressure environment and meet constrained deadlines.
- A positive attitude and creative skills are essential.

### **Physical Characteristics**

Must be able to perform the essential functions of this position with or without reasonable accommodation and must present a neat, businesslike appearance.

### **FLSA Status**

This is a non-union position and is non-exempt under the Fair Labor Standards Act (FLSA). Daily timesheets will be maintained. This is a full-time position, requiring a minimum of 40 hours per week.

## Physical Demands

### Activity - Percentage of Time

|                               |   |           |           |    |           |           |    |    |           |    |     |
|-------------------------------|---|-----------|-----------|----|-----------|-----------|----|----|-----------|----|-----|
| Bending                       | 0 | 10        | <b>20</b> | 30 | 40        | 50        | 60 | 70 | 80        | 90 | 100 |
| Squatting                     | 0 | <b>10</b> | 20        | 30 | 40        | 50        | 60 | 70 | 80        | 90 | 100 |
| Crouching                     | 0 | <b>10</b> | 20        | 30 | 40        | 50        | 60 | 70 | 80        | 90 | 100 |
| Pushing/Pulling               | 0 | <b>10</b> | 20        | 30 | 40        | 50        | 60 | 70 | 80        | 90 | 100 |
| Reaching above shoulder level | 0 | <b>10</b> | 20        | 30 | 40        | 50        | 60 | 70 | 80        | 90 | 100 |
| Sitting                       | 0 | 10        | 20        | 30 | 40        | 50        | 60 | 70 | <b>80</b> | 90 | 100 |
| Standing                      | 0 | 10        | 20        | 30 | <b>40</b> | 50        | 60 | 70 | 80        | 90 | 100 |
| Twisting                      | 0 | <b>10</b> | 20        | 30 | 40        | 50        | 60 | 70 | 80        | 90 | 100 |
| Walking                       | 0 | 10        | 20        | 30 | 40        | <b>50</b> | 60 | 70 | 80        | 90 | 100 |

### Must Be Able To - Percentage of Time

|                                |   |           |    |    |    |           |    |    |    |    |     |
|--------------------------------|---|-----------|----|----|----|-----------|----|----|----|----|-----|
| Reach Overhead                 | 0 | <b>10</b> | 20 | 30 | 40 | 50        | 60 | 70 | 80 | 90 | 100 |
| Consistently move on your feet | 0 | 10        | 20 | 30 | 40 | <b>50</b> | 60 | 70 | 80 | 90 | 100 |
| Wear PPE                       | 0 | <b>10</b> | 20 | 30 | 40 | 50        | 60 | 70 | 80 | 90 | 100 |
| Climb Ladders                  | 0 | <b>10</b> | 20 | 30 | 40 | 50        | 60 | 70 | 80 | 90 | 100 |
| Lifting in Awkward Positions   | 0 | <b>10</b> | 20 | 30 | 40 | 50        | 60 | 70 | 80 | 90 | 100 |

### Lifting

#### From Floor

#### From Waist

#### Overhead

|               |              |              |            |
|---------------|--------------|--------------|------------|
| Up to 10 lbs. | Frequently   | Frequently   | Frequently |
| 11 - 24 lbs.  | Occasionally | Occasionally | Rarely     |
| 25 - 34 lbs.  | Rarely       | Rarely       | Rarely     |
| 35 - 50 lbs.  | Rarely       | Rarely       | Rarely     |
| 51 - 75 lbs.  | Rarely       | Rarely       | Rarely     |

### Carrying

#### Distance

#### Hours/Day

|               |        |      |              |
|---------------|--------|------|--------------|
| Up to 10 lbs. | 150 ft | 1    | Frequently   |
| 11 - 24 lbs.  | 100 ft | 1    | Occasionally |
| 25 - 34 lbs.  | 10 ft  | 0.25 | Rarely       |
| 35 - 50 lbs.  | 10 ft  | 0.25 | Rarely       |
| 51 - 75 lbs.  | 10 ft  | 0.25 | Rarely       |

### Pushing/Pulling

#### Distance

#### Hours/Day

|               |       |      |              |
|---------------|-------|------|--------------|
| Up to 10 lbs. | 50 ft | 1    | Occasionally |
| 11 - 24 lbs.  | 50 ft | 1    | Occasionally |
| 25 - 34 lbs.  | 10 ft | 0.25 | Rarely       |
| 35 - 50 lbs.  | 10 ft | 0.25 | Rarely       |

### Simple Grasping

#### Right Hand

Yes

#### Left Hand

Yes

|                             |            |     |
|-----------------------------|------------|-----|
| <b><u>Firm Grasping</u></b> | Right Hand | Yes |
|                             | Left Hand  | Yes |

|                               |            |     |
|-------------------------------|------------|-----|
| <b><u>Pushing/Pulling</u></b> | Right Hand | Yes |
|                               | Left Hand  | Yes |

|                                 |            |     |
|---------------------------------|------------|-----|
| <b><u>Fine Manipulation</u></b> | Right Hand | Yes |
|                                 | Left Hand  | Yes |

|                                    |            |     |
|------------------------------------|------------|-----|
| <b><u>Repetitive Movements</u></b> | Right Hand | Yes |
|                                    | Left Hand  | Yes |
|                                    | Right Foot | Yes |
|                                    | Left Foot  | Yes |

**Work Environment**

|                          |              |
|--------------------------|--------------|
| Outside                  | Rarely       |
| Inside                   | Frequently   |
| Air Conditioned          | Frequently   |
| Smoke-Free Area          | Frequently   |
| Fumes                    | Rarely       |
| Ground Level             | Frequently   |
| Use of Stairs            | Occasionally |
| Work in dusty conditions | Rarely       |
| Work with computers      | Frequently   |
| Work with other persons  | Frequently   |
| Work with member         | Frequently   |