



People. Power. Possibilities.

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

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

Must Be Able To - Percentage of Time

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

<u>Lifting</u>	<u>From Floor</u>	<u>From Waist</u>	<u>Overhead</u>
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

<u>Carrying</u>	<u>Distance</u>	<u>Hours/Day</u>	
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

<u>Pushing/Pulling</u>	<u>Distance</u>	<u>Hours/Day</u>	
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

<u>Simple Grasping</u>	Right Hand	Yes
	Left Hand	Yes

<u>Firm Grasping</u>	Right Hand	Yes
	Left Hand	Yes
<u>Pushing/Pulling</u>	Right Hand	Yes
	Left Hand	Yes
<u>Fine Manipulation</u>	Right Hand	Yes
	Left Hand	Yes
<u>Repetitive Movements</u>	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