

**PIERCE PEPIN COOPERATIVE SERVICES  
SWIFTCURRENT CONNECT  
ELLSWORTH, WISCONSIN**

**POSITION OPENING  
COMMUNICATIONS SPECIALIST**

Are you a creative communicator passionate about driving meaningful member engagement, crafting impactful content and delivering innovative digital and community engagement strategies? Join our team as a **Communications Specialist** and play a key role in shaping the voice, image, and outreach of our cooperative to help our members and customers Live Better®.

In this dynamic position, you'll contribute to the development and execution of a strategic communications plan that aligns with our cooperative's mission and goals. From crafting compelling content for member publications and digital platforms to managing social media and website updates, your work will ensure clear, consistent, and engaging messaging across all channels.

Your role will drive member satisfaction through strategic communications, community events, and initiatives that promote connection, education and a better way of life. You'll also take the lead on developing promotional materials and managing content for events, publications, and campaigns.

This position will be highly visible in the community, and you will be coordinating and executing events outside normal business hours that position us for success.

**Key Responsibilities Include:**

- Creating and editing engaging content for newsletters, magazines, and press releases.
- Managing engaging social media accounts, developing campaigns, and tracking performance metrics.
- Executing website updates and content to ensure timely and accurate information.
- Planning and executing member-focused events and educational programs.
- Collaborating on promotional materials and brand consistency across all platforms.
- Supporting market research and communication strategy development.
- Providing regular reporting on communications efforts and member engagement outcomes against goals.

We're looking for someone with strong writing skills, creative flair, attention to detail, and a proactive attitude. If you thrive in a collaborative environment and are passionate about making a meaningful difference through communication, we want to hear from you!

Pierce Pepin Cooperative Services (PPCS), located in Ellsworth, WI, is a growing electric cooperative that serves over 8,000 members in western Wisconsin. With convenient access to the Twin Cities metro areas of Minneapolis/St. Paul, MN, living and working in our service area

provides tremendous opportunities for professional and personal rewards. In 2021, PPCS launched a fiber broadband subsidiary SwiftCurrent Connect and serves over 5,000 homes and businesses. This position will be responsible for continuing the great success of both PPCS and SwiftCurrent Connect.

A full job description can be found here: <https://piercepepin.coop/careers-ppcs>

To apply for this position, please complete the following:

Please send an email to Charity Lubich, VP of Member Relations & Human Resources at [clubich@piercepepin.coop](mailto:clubich@piercepepin.coop) containing the following items:

- a. Resume
- b. A short description of why you are interested in this position and how your background fulfills the job requirements.
- c. A demonstrated example of your work. This could be a creative piece, a website, a podcast link, social media post, advertisement, media campaign or other demonstrated work that you were involved with in leading, creating, or developing.