

**PIERCE PEPIN COOPERATIVE SERVICES
ELLSWORTH, WISCONSIN**

INTERN POSITION DESCRIPTION

MARKETING/COMMUNICATIONS

DEPARTMENT: Member Relations

STATUS: Hourly, Non-Exempt, Part Time/Internship

I. POSITION SUMMARY

This position will assist with the various marketing, communications and community outreach efforts of Pierce Pepin Cooperative Services (PPCS) and SwiftCurrent Connect.

II. REPORTING RELATIONSHIPS

- A. Reports to: Communications Coordinator
- B. Secondary Reports to: VP, Member Relations & Human Resources
- C. Works in collaboration with Cooperative Business Intern

III. MAJOR RESPONSIBILITIES

A. Essential Functions

1. Assist with planning, development, layout and writing of cooperative communications, including magazine, bill messages, press releases, etc.
2. Update, schedule and maintain the websites and social media platforms for PPCS and SwiftCurrent Connect.
3. Collaborate with staff on a variety of program and service offerings and generate new ideas and opportunities for marketing and communication efforts.
4. Film and edit short, informative videos to promote various cooperative programs, educational materials and activities.
5. Create content and gather data for targeted marketing campaigns.
6. Assist with the planning and coordination of community outreach events, including attendance outside of normal working hours.
7. Cooperates with all employees in maintaining good working relationships.
8. Complies with all cooperative policies, rules, and regulations.

The **Marketing/Communications Intern** shall be required to perform any other duties assigned in order to fulfill the objectives of the Cooperative.

The above statements are intended to describe the general nature and level of work being performed by

people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities of personnel so classified.

IV. EXTERNAL RELATIONSHIPS

- A. Members: To assist and to respond to questions and inquiries.
- B. General Public: Maintains good relations in **all** contacts with the general public.

INTERN POSITION SPECIFICATIONS

MARKETING/COMMUNICATIONS

Job Knowledge, Training and Experience:

1. Education: High school diploma or equivalent. Pursuing an associate's or bachelor's degree in Business, Marketing, Communications, or related field.
2. Experience: Professional experience with social media platforms, website creation and/or updates, and community outreach is preferred. Volunteer experience within these areas is acceptable.

Equipment Operated: Position utilizes computers, servers, iPads, copiers and other standard office equipment in the completion of duties.

Abilities and Skills:

- Must have the ability to take direction and initiative, work independently and multi-task.
- Must have a solid understanding of different marketing concepts and public relations techniques used in the development of effective internal and external communications.
- Excellent verbal and written communication skills.
- Computer skills such as word processing, desktop publishing and other equipment used in the development of presentations, report and other communication vehicles.
- Knowledge of audiovisual equipment and video editing software.
- Eager to learn and grow your professional skills.

Physical and Mental Effort:

1. Must be able to sit, walk and/or stand for prolonged periods, up to seven hours in an eight-hour day, with or without back support.
2. Must be able to perform light physical work, continuously lifting up to 10 pounds without assistance and infrequently lifting up to 30 pounds. Some lifting of computer equipment may be required.
3. Must be able to communicate effectively on the telephone and in person to provide information and assistance. Must be able to make group presentations.
4. Must be able to move throughout the buildings, from building to building and drive throughout the surrounding area.
5. Must be able to reach in all directions and bend/stoop to store and retrieve items, use equipment, computer and office equipment.
6. Must have dexterity and hand/eye coordination necessary to operate vehicles and equipment, computer keyboard and communication equipment.

7. Hearing activity requires the ability to participate in numerous conversations throughout the day, both in person and over the telephone.
8. Must have the ability to maintain concentration and focus on tasks requiring timeliness and attention to detail.

Working Conditions:

1. Must be able to complete job duties in an environment with some background noise and frequent interruptions.
2. Must be able to work in an office environment and be outside for required travel and some community events. Some overtime may be required.

Travel: Occasional travel (company vehicle or commercial vehicle) may be required.

After an offer of employment has been made, a physical exam is required which includes both drug and alcohol testing.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. Essential job functions are intended to describe those functions that are primary to the performance of this job, and other job duties include those that are considered secondary to the overall purpose of this job.

This job description does not state or imply that the above are the only duties and responsibilities assigned to this position. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Updated: 03/16/2023

Pierce Pepin Cooperative Services reserves the right to revise or change the job responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.

To apply, candidates must send their resume to:
Charity Lubich
Vice President, Member Relations & Human Resources
Pierce Pepin Cooperative Services
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