

## **Multimedia Communications Specialist**

### **Kansas Electric Cooperatives/*Kansas Country Living* Magazine**

#### **Job Summary:**

The Multimedia Communications Specialist is responsible for assisting in the development, design and deployment of multiple forms of media to support Kansas Electric Cooperatives (KEC) and *Kansas Country Living* (KCL) strategies.

- Work closely with internal clients and member co-ops to help facilitate the creation of multimedia content including original text, graphics and video; repackage magazine materials for digital consumption. (Current platforms include Facebook, Twitter, and LinkedIn.)
- Lead creative aspects in design and development for websites, mobile/tablet applications, digital and email marketing initiatives.
- Manage websites and apps, with initial emphasis on assisting with the development of a *Kansas Country Living* website.
- Write and edit content for *Kansas Country Living* magazine.
- Collaborate with director of communications and manager of creative solutions to strategize and implement designs, communication plans and strategies.

#### **Reports to:**

Director of Communications

#### **Works with:**

KEC department directors and staff, communications staff at member co-ops

#### **Magazine Production Requirements:**

- Assist editor as needed to conduct interviews, write features, paginate and photograph for print and digital uses.
- Assist with graphic design for both print and online media.
- Film, edit and publish video reports as needed.
- Record, edit and publish audio reports including podcasts as needed.

#### **Social Media:**

- Coordinate social media for KCL and KEC by creating, organizing and updating content as needed, leveraging these platforms to communicate brand stories and execute communication plans.
- Manage posts and respond to followers.
- Research, implement and optimize search engine marketing strategies (traditional, video, etc.) and pay-per-click advertising in the various search engines.

**Web and Apps:**

- Develop new web applications as identified by director of communications for both KEC and KCL and maintain and enhance existing web applications.
- Assist in development and maintenance of KCL website; maintain KEC website and identify solutions to enhance consumer-members' experience.
- Stay current in researching and identifying solutions to enhance consumer-members' experience.

**Required Skills and Experience:**

- Must be proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Adobe Acrobat).
- Experience in web development using WordPress (or similar CMS experience).
- Graphic editing and video editing skills preferred (Avid, Premiere, Photoshop, and After Effects).
- Proficient in planning, executing and managing digital and social media, specifically in Facebook, Twitter, Instagram, Pinterest, LinkedIn, Snapchat and other emerging platforms and can spot and articulate current trends.
- Exceptional writer with a strong knowledge of AP style.
- Be able to work on multiple projects and meet deadlines.
- Strong verbal communication skills.
- A creative and team-oriented mindset.
- Excellent customer service skills.

**Preferred Skills and Experience:**

- Understanding of convergence journalism and packaging easily accessible content for various mediums.
- Experience using Constant Contact (or other email marketing software).
- Knowledge of web scripting languages helpful but not required (HTML, CSS, PHP, MySQL, jQuery).

**Education/Other Requirements:**

- Bachelor's degree in journalism, communications or marketing. Bachelor's degree is preferred for this role; however candidates with commensurate experience will be considered.
- At least three to five years of solid writing, editing and design experience.
- Understanding of applications from the user perspective and how each user will utilize applications in their environment.
- Demonstrated problem-solving ability using methodical reasoning.
- Ability to work occasional events that take place in the evening and on weekends.

Send resume and cover letter to Vicki Estes, [vestes@kec.org](mailto:vestes@kec.org), or mail to Kansas Electric Cooperatives, 7332 SW 21<sup>st</sup> St, Topeka, KS 66604-0267.