

Norris Public Power District is accepting applications for a Communications Coordinator at our Main Office in Beatrice, Nebraska. Norris is an electric distribution utility providing service to six counties and more than 28,000 customers in southeast Nebraska.

This position is responsible for managing the District's communications, including the production of the *Norris Electric News Magazine*, E-Newsletters, and other publications. Other essential duties include managing social media communication, maintaining website content, and planning radio and print advertising.

Preferred candidates will hold a bachelor's degree in journalism, graphic design, or a related field, along with a minimum of three years of experience in communications, journalism, graphic design, or a related discipline. Experience within a public utility setting is desirable.

Interested applicants should submit their resume by May 9, 2025, to:

Norris Public Power District  
Attn: Jamie Niederklein  
P.O. Box 399  
Beatrice, NE 68310  
hr@norrispower.com

*Norris Public Power District is an Equal Opportunity Employer. Equal opportunity will be extended to all applicants for employment regardless of race, color, religion, national origin, sex, pregnancy, age, disability, genetic disposition, past or present military service, gender identity, or sexual orientation. All employment decisions are based on education, qualifications, and experience.*



## Norris Public Power District Job Description

COMMUNICATIONS COORDINATOR	
Location:	Main Office
Department:	Customer Service
Reports to:	Manager of Customer Services
Type:	<input checked="" type="checkbox"/> Full-Time <input type="checkbox"/> Part-Time
FLSA Status:	<input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Non-Exempt <input checked="" type="checkbox"/> Salary <input type="checkbox"/> Hourly
Date Adopted:	May 1, 2008
Previous Revision Date:	May 2021
Last Revision Date:	April 2025

### POSITION DESCRIPTION

This position is responsible for the publishing of the Norris Electric News Magazine, E-Newsletter and other publications. This position is responsible for the creation of the District's Annual Report, Sustainability Report, social media and website content, and other internal and external communications. This position is responsible for developing, editing and publishing engaging content across digital and print platforms.

### MAJOR AREAS OF RESPONSIBILITY

1. **Norris Electric News Magazine and Electronic Newsletter**
2. **Social Media**
3. **Norris Website**
4. **Marketing and Advertising**

### SPECIFIC RESPONSIBILITIES

1. **Norris Electric News Magazine and Electronic Newsletter**
  - a. Manages the development of the Norris Electric News Magazine and the Electronic Newsletter, including the planning of articles and information to be included in the communication and the timing for such articles to ensure printing and distribution deadlines are achieved. Coordinates articles written internally with the General Manager and other employees.

- b. Writes articles on areas such as safety, energy use, load management, District policies, human interest, and other industry related topics.
- c. Creates the layout, appearance and content of each article featured in the Norris Electric News Magazine and the Electronic Newsletter.
- d. Edits and proofreads content for clarity, grammar, and tone.
- e. Uploads the Norris Electric News Magazine and the Electronic Newsletter to the District's website.

## **2. Social Media**

- a. Manages communication on the District's social media platforms ensuring consistency in tone, branding and messaging.
- b. Develops engaging visual and written content using publishing and design software, such as Canva, Adobe InDesign, etc. and ensures timely scheduling and delivery across platforms.

## **3. Norris Website**

- a. Monitors website content to ensure information is current on a regular basis.
- b. Writes, edits, and updates website content.
- c. Uploads announcements, documents, images, and graphics in a timely manner.

## **4. Marketing and Advertising**

- a. Produces and edits quality photographs that can be utilized in the Norris Electric News Magazine, brochures, District reports and the District's website.
- b. Utilizes industry-standard publishing software to design, format, and produce high-quality print and digital materials.
- c. Plans radio and newspaper advertising schedule, including writing commercial messages.
- d. Determines all radio advertising spots with local radio stations.
- e. Prepares marketing plans and proposals for various marketing programs as required.

## **JOB REQUIREMENTS**

- 1. Ability to communicate effectively both orally and in writing with all District employees, vendors, and customers.
- 2. Establishes and maintains effective working relationships with employees and customers.
- 3. Must be skilled in using Excel, Word, Outlook, and Publishing Software (Adobe InDesign, Microsoft Publisher, etc.).
- 4. Proficiency in operating a PC Computer, copier, and other office machines.
- 5. Understand, speak, and write the English language.
- 6. Must be reliable, dependable and be able to maintain confidentiality.
- 7. Demonstrate organizational skills and ability to prioritize projects.

8. Ability to facilitate multiple software applications at once to assist customer requests.
9. Ability to handle multiple interruptions daily and manage time efficiently.
10. Ability to handle stressful situations in a logical and calm manner.
11. Maintain a valid Nebraska driver's license and the dexterity to operate a motor vehicle.
12. Demonstrate regular and predictable attendance and punctuality.

### EDUCATION AND QUALIFICATIONS

1. Bachelors degree in a journalism, graphic design, or a related field preferred.
2. Minimum of three years of experience in communications, journalism, graphic design, or a related field with experience in public utility preferred.

### PHYSICAL DEMANDS

1. Must be able to remain in a stationary position 75% of the time.
2. Must be able to frequently move about inside the office to access file cabinets, office machinery, etc.
3. Constantly positions self to operate office equipment and access files.
4. Frequently moves equipment and files weighing up to 15 pounds across office.
5. Must be able to frequently move about on uneven surfaces during field work.

### WORK ENVIRONMENT

Working conditions include both an office environment as well as time in the field. Field work will be subject to adverse weather conditions and uneven surfaces.

### DISCLAIMER

This job description is intended to convey information essential to understanding the scope of the job and the general nature and level of work performed for individuals with this job title. However, this job description is not intended to be an exhaustive list of all qualifications, skills, efforts, duties, responsibilities or working conditions associated with the position.

### APPROVALS

Department Manager <i>Kurt Rombergmann</i>	Date <i>April 15, 2025</i>
General Manager <i>Bruce Vitell</i>	Date <i>April 15, 2025</i>