

Fishway & Communications Coordinator

Holyoke Gas & Electric Department

Formed in 1902, HG&E is a municipally owned utility that provides electricity, natural gas, and fiber optic internet services to over 18,000 customers. Our mission to our customers is simple: "HG&E will provide competitive rates, innovative and sustainable energy solutions, reliable service, and excellent customer care." We are currently looking for a qualified candidate to fill this vacancy.

DUTIES:

With direction from the Director of Marketing & Communications and Project Engineer - Hydro, assist in managing the Holyoke Gas and Electric Department overall marketing, community outreach, and communication activities (internal and external). Work with internal and external stakeholder to ensure full compliance with Federal Energy Regulatory License requirements. Manage fishway activities throughout migration season, including fishway counting operations and reporting, interaction with fish agencies, tagging of fish, public program coordination, employee management, program development, and coordination with various schools. Assist business development through effective marketing and outreach programs. Help develop and guide strategies to target specific market segments; design marketing and advertising campaigns; perform market assessments; update Department website; and coordinate social media outreach. Assist in managing energy efficiency outreach and clean energy communication strategies. Coordinate and facilitate special community and business events. Create, assist, and deliver presentations using various print, media, newspapers, magazines and/or Internet/Web. May work irregular hours to fulfill duties and responsibilities of the position. Perform other duties as assigned.

MINIMUM ENTRANCE REQUIREMENTS

- Bachelor's degree in Fisheries Ecology & Conservation, Communications, Marketing, or related field.
- Minimum two (2) years' experience in a fishway activities supervisory position.
- Two (2) plus years in a communication related position with strategic planning experience.
- Experienced in the effective design, implementation, and facilitation of marketing plans.
- Experienced in obtaining resources for research, promoting, and marketing.
- Experienced in communication/marketing strategies and strategic planning.
- Knowledge of printing and pre-press processes.
- Skillful in assisting departmental proposal activity for new business; participate in planning and presentation sessions, when assigned.
- Adept at building and maintaining strong relationships with internal and external key stakeholders to ensure proper messaging of department goals and service offerings.
- Excellent written and verbal communication skills; demonstrated proficiency with electronic media and current communications protocols.
- Demonstrated proficiency with Microsoft Office, with strong PowerPoint and Windows-based computer applications and web design software.
- Must have excellent written and direct customer relations experience.
- Ability to work in a fast-paced environment.
- Regular and reliable attendance.
- Must be able to work irregular hours to fulfill duties and responsibilities of position.
- Able to perform other duties as assigned.

PREFERRED ENTRANCE QUALIFICATIONS (In addition to above)

- Website development and social media experience a plus. Understanding of municipal utility operations, design, and marketing coordinator in related field, also a plus. Spanish language experience a plus.

REMARKS:

Successful candidate must have a Valid Massachusetts Driver's License and be able to pass pre-employment physical, drug screening, and criminal background check. Starting pay is dependent upon experience and qualifications. Minorities and women are encouraged to apply. Go to: <http://www.hged.com> for Employment Application. **Posting closes on 12/07/2022.**

Send all materials to:

Holyoke Gas & Electric Department
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