

THE YORK WATER COMPANY
Job Description

JOB TITLE: Marketing & Communications Specialist

EXEMPT: No

DIVISION: G & A

DEPARTMENT: Human Resources

LOCATION: Main Office and other facilities as
needed

REPORTS TO: CAO and General Counsel

PREPARED BY: Human Resources

DATE: January 2023

APPROVED BY: CAO & General Counsel

DATE: January 2023

SUMMARY: The Marketing & Communications Specialist will promote the company's products and services to existing and prospective customers, the communities we serve and, the investment community through strategic use of company personnel, digital technology, traditional platforms, support creation of materials for proposals and negotiations, help to develop, maintain and create content for social media and website lead creation of graphics, advertisements, press releases, materials for investor relations, and lead the organization to identify and develop other promotional and engaging avenues, based in part upon digital data and other relevant research and information. Serve as development team member and key editor of all company public facing materials.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

1. Collaborate with Executive management team to fully understand service and communication needs for all stakeholders.
2. Gather research and materials necessary to understand projects and competition in the area through literature, public records, social media, and previous marketing campaigns; analyze these materials to determine the most effective communication technique(s) for each stakeholder group.
3. Make recommendations to Executive Management team with respect to marketing and communications strategies and tactics.
4. Based on assessment, draft and propose communications campaigns, which may include social and online media, print media, direct mail, and other multimedia.
5. Present design ideas and recommendations to Executive Management team.
6. Create and coordinate multimedia packages when necessary, including proposals, reports and other public-facing products and materials.

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7. Compose draft speeches for Executive Management and assist with finalizing speeches.
8. Compose draft press releases for Executive Management and assist with finalizing press releases and coordinate distribution to appropriate media outlets.
9. Assist with the development of requests for proposals, request for qualifications, and final proposals and the content of each for business development and acquisition needs.
10. Schedule and develop filming scripts, production, and content for internal and external communication purposes as necessary and in partnership with both internal and external resources.
11. Manage projects requiring outside marketing or communication contractors.
12. Evaluate success of tactics implemented and campaigns when completed.
13. As requested, attend trade shows, investor relations events, community fairs, and other relevant events and represent company at such events and meetings.
14. Prepare and coordinate regular and annual shareholder/investor meetings and presentation materials for each for the Executive Management team.
15. Responsible for Social Media tracking, updates, outreach, and management of social media platforms.
16. Responsible for website use tracking, maintenance, and evaluation of relevant data points to properly inform Executive Management team for decision-making.
17. Coordinate and develop responses and/or Frequently Asked Questions (FAQs) for functional departments as necessary.
18. Develop and maintain companywide internal communication materials as well as public education outreach and materials.
19. Coordinate and lead company and facility tours as needed.
20. Provide advice and expertise regarding marketing, PR and communications to the President and CEO and other Executive Management staff.
21. Performs other related duties as assigned.

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QUALIFICATION REQUIREMENTS:

EDUCATION and/or EXPERIENCE:

- Bachelor's degree in Marketing, Journalism, Advertising, Communications, Public Relations or related field.
- Three to five years of related experience writing and editing, executing and managing projects; portfolio of relevant previous projects highly preferred.

LANGUAGE SKILLS:

- Excellent verbal and written communication.
- Comfortable with public speaking and public presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Excellent collaboration and teamwork skills.
- Highly curious and creative.
- Strong data analytical and problem-solving skills.
- Understanding of industry best practices and ethical standards.
- Proficient with Microsoft Office Suite, Adobe, and/or related software, web content management systems, and webpage analytics.
- Must be an active listener and a personable individual, comfortable in a social setting as well as in a professional office.

SUPERVISORY DUTIES:

- None

MATHEMATICAL SKILLS:

- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions and decimals.
- Ability to compute ratio and percent. Must be able to analyze data and analytics common to the modern industry.
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REASONING ABILITY:

- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form.

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OTHER SKILLS AND ABILITIES:

- Must be efficient and accurate in the use of personal computer, copier, telephone and other related office equipment.
- Proficient in Microsoft Office Suite
- Proficient in WordPress

PHYSICAL DEMANDS:

- Required to use hands to manipulate, handle, or feel objects, tools, or controls.
- Reach with hands and arms.
- Ability to walk and ascend/descend stairs.
- Ability to talk, hear, and listen.
- Vision requirements and ability to see, close vision, perceive depth, adjust focus, determine colors, etc.
- Frequently required to stand, walk, and sit, with prolonged periods of sitting or standing.
- Occasionally required to stoop, kneel, bend, or crouch.
- Regularly lift and/or move up to 15 pounds and occasionally lift and/or move up to 25 pounds.
- Ability to work under stress and occasionally be able to work additional hours in order to participate in meetings & events and/or to meet deadlines.

WORK ENVIRONMENT:

- The noise level in the work environment is usually low to moderate.
- Typically works in an office environment.
- Occasional need to visit job sites for content creation.