



# WISCONSIN ENERGY CONSERVATION CORPORATION

## Job Description

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Title: Department Coordinator  
Department: Marketing  
Status: Exempt

### I. POSITION MISSION:

Under **general supervision**, the Department Coordinator is responsible for directing and maintaining a variety of functions which results in an effective and efficient marketing department at Wisconsin Energy Conservation Corporation (WECC). Some of the work involves independent judgment and requires excellent organization, prioritization, and communication skills. At times, the Department Coordinator will act in a confidential capacity.

### II. PRIMARY & ESSENTIAL RESPONSIBILITIES

	<b>Percent Time</b>
<b>1. Implement Cooperative Advertising For All Programs</b>	50%
a. Makes annual revisions to the guidelines for advertising to keep them up-to-date and coordinate guidelines across programs where possible. Ensure that guidelines help forward the Program's marketing goals.	
b. Reviews and approves all advertising submitted by program allies (builders, contractors, retailers, etc.)	
c. Work with program allies (builders, contractors, retailers, etc.) to modify advertising as necessary.	
d. Processes all invoices for advertisements.	
e. Tracks ally reimbursements to ensure that payments are within limits set by the program and provide statements to those allies so they know how much money they still have available to them.	
f. Oversees the cooperative advertising budgets and communicate amounts spent to marketing program managers.	
<b>2. Administrative Responsibilities</b>	20%
Provide administrative support to the Marketing Department which may include but is not limited to: updating databases, mailing materials, processing item requests, scheduling meetings, purchasing of apparel and other marketing related items.	
<b>3. Coordination and management of literature and stationary inventory</b>	15%
the literature and stationery for all programs including managing inventory levels, storage of materials, ordering reprints, sending out requests, shipping and receiving, etc.	
<b>4. Internet Marketing Assistance</b>	10%
Coordinate efforts for various program websites. Responsibilities include but are not limited to: coordination of Ask the Expert questions and answers, update and maintain events listed on websites, post photos to Focus Facebook page.	
<b>5. Provide support to the Board of Director's Marketing Committee</b>	5%
Coordinate all meetings of the Marketing & Public Relations Committee. Responsibilities include but are not limited to: scheduling meetings, arranging	

for meeting rooms/equipment/materials, developing and distributing agendas, recording minutes, and communicating outcomes to appropriate individuals.

### III. SECONDARY AND INESSENTIAL RESPONSIBILITIES

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|---------------------------------------------------------------------------------------|-----------|
| 1. Represent WECC and its programs at trade shows and events.                         | As needed |
| 2. Support the Events Specialist with set up and tear down of trade shows and events. | As needed |

### IV. REQUIRED QUALIFICATIONS

*The individual must possess these skills and abilities, or explain and demonstrate that s/he can perform the essential functions, with or without reasonable accommodation, using some combination of skills and abilities.*

Education	Bachelor's degree or equivalent work experience.
Required Skills & Experience	<ol style="list-style-type: none"> <li>1. Minimum of three (3) years high-level administrative assistant experience.</li> <li>2. High level of attention to detail</li> <li>3. Proficiency using MS Office Suite is required.</li> <li>4. Demonstrated ability to manage multiple priorities simultaneously with minimal direction</li> <li>5. History of prioritizing tasks with minimal direction and managing one's time effectively in a self-starting capacity</li> <li>6. History of thinking independently and using appropriate judgment</li> <li>7. Strong organizational skills, including the ability to create and maintain systems for tracking inventory of materials and shipment records</li> <li>8. Demonstrated problem-solving skills</li> <li>9. High level of tact</li> </ol>
Desirable Skills & Experience	<ol style="list-style-type: none"> <li>1. Background in marketing</li> <li>2. Ability to type 60 wpm or more, and to format business correspondence professionally</li> </ol>
Personal Suitability	<ol style="list-style-type: none"> <li>1. Friendly, personable demeanor; comfortable interacting with a wide variety of internal and external customers</li> <li>2. Polite, yet assertive, communication style</li> <li>3. Detail oriented</li> <li>4. Comfortable working either alone or in a collaborative setting</li> <li>5. Proactive and able to work under pressure</li> </ol>
Organizational Core Competencies	<ol style="list-style-type: none"> <li>1. Customer Focus</li> <li>2. Informing</li> <li>3. Learning Agility</li> <li>4. Personal Accountability</li> <li>5. Priority Setting</li> <li>6. Problem Solving</li> <li>7. Results Focused</li> <li>8. Team Orientation</li> </ol>
Occupational Certification	N/A

**V. FISCAL RESPONSIBILITY**

None

**VI. EXTENT OF PUBLIC CONTACT**

- o Frequent telephone interactions with program consultants, trade allies and retailers regarding event and coop marketing logistics
- o Frequent contact with printers and other vendors regarding deliveries and other supplies associated with marketing
- o Regular contact with program staff
- o Infrequent contact with general public at events that require WECC staffing

**VII. PHYSICAL DEMANDS**

- o Moderate lifting (up to 50 lbs) on a weekly basis.
- o Home show set-up requires bending, squatting, kneeling, standing, walking, pushing/pulling carts, reaching above head, handling objects and using fine-finger movements.

**VIII. WORKING CONDITIONS AND ENVIRONMENT**

Equipment Used: Computer, fax machine, telephone, copier  
 Travel Status: Occasional  
 Car Required: No  
 Normal Work Hours: Monday through Friday, 8:00 AM- 5:00 PM  
 Some weekends

Excessive noise? No  
 Working around moving machinery? No  
 Marked changes in temperature/ humidity? No  
 Exposed to dust, fumes, gases, radiation, microwave? No  
 Drives motorized equipment? No  
 Works in confined quarters? No

Reports To: Corporate Communications Director

Date Written: August 9, 2010

Certification: I certify that this is a fair and accurate statement of the requirements of this position.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Print Name