



**RAPPAHANNOCK
ELECTRIC COOPERATIVE**

RELIABLE • AFFORDABLE • FOCUSED ON YOU

DIRECTOR - BRAND CONTENT

FREDERICKSBURG, VA



POSITION PROFILE

Rappahannock Electric Cooperative (REC) is seeking a **Director - Brand Content** who will lead the implementation of REC's strategic communications initiatives to ensure consistent, effective, and engaging messaging across all platforms, events and activities.

This role is responsible for managing the day-to-day operations of the Communications & Public Relations department, overseeing internal and external communications, public relations activities and ensuring all messaging aligns with REC's brand values and goals. The Director supervises a team of communications and public relations professionals, drives community engagement efforts, and collaborates closely with the Managing Director to ensure seamless execution of REC's communications strategies.

ROLES AND RESPONSIBILITIES

OPERATIONAL LEADERSHIP

- Manage daily operations of the Communications & Public Relations department, ensuring effective execution of strategic communications plans.
- Oversee internal and external communication efforts, aligning with direction from Managing Director - Communications and Public Relations on strategic priorities.
- Supervise the production of key communication assets, including internal publications, member newsletters, external reports, and digital content.
- Ensure messaging consistency across all communication platforms (print, digital, social media, etc.).
- Create and manage the annual master communications plan and editorial calendars for recurring publications, including Cooperative Living, Powerlines, and the annual reports.
- Work with the Brand Content Specialist and Communications Projects Specialist to incorporate content strategies and communication plans for special projects into the annual master communications plan and editorial calendars.

TEAM MANAGEMENT & DEVELOPMENT

- Directly supervise the External Communications Specialist, Internal Communications Specialist, Graphic Productions Specialist, Digital Media Specialist, and Community Engagement Specialist, as well as graphic designers, external creative services teams, and external video production resources.
- Foster a collaborative, high-performance team culture that emphasizes clear communication and accountability.
- Conduct regular performance evaluations, provide feedback, and support professional development within the department.
- Oversee staff working on member and community engagement initiatives, ensuring alignment with REC's strategic goals.

CORPORATE COMMUNICATIONS

- Collaborate with the Managing Director to implement high-level communications strategies and ensure REC's public relations activities support the cooperative's mission.
- Ensure all external communication materials, including media releases, member communications, and website content, are accurate, timely, and consistent with REC's brand.
- Direct reporting staff to develop and execute communication campaigns to support REC's strategic initiatives, such as community outreach programs, member engagement efforts, and crisis communications.
- Serve as a secondary media contact, building strong relationships with journalists, reporters, and community leaders to promote REC's initiatives.

ROLES AND RESPONSIBILITIES

PROJECT & BUDGET MANAGEMENT

- Assist Managing Director in creating and managing the department's budget, ensuring resources are allocated efficiently across all communications and public relations initiatives.
- Track project timelines and deliverables in collaboration with the Communications Projects Specialist and Communications and Public Relations Generalist, ensuring all communications projects are completed on time and within scope.
- Provide regular updates to the Managing Director on the status of ongoing communications projects, identifying any potential risks or adjustments needed to meet strategic objectives.

PUBLIC RELATIONS & COMMUNITY ENGAGEMENT

- Support community engagement efforts in collaboration with the Public Relations Specialist and Member Engagement Specialist by managing events, programs, and partnerships that enhance REC's visibility and strengthen relationships with members and local communities.
- Ensure REC is well-represented at community and industry events, including public speaking engagements, media interviews, and member meetings.
- Oversee the planning and execution of key events, such as REC's Annual Meeting, Power Hour member town hall meetings, and The Power of Community events.

THE SUCCESSFUL CANDIDATE

A Bachelor's degree in Communications, Public Relations, Marketing, or a related field required; Master's degree preferred. The candidate should have a minimum of seven years of experience in communications or public relations, with at least three years in a leadership role. Experience managing communications teams and developing comprehensive communication strategies. Proven record of accomplishment managing communications projects, overseeing public relations initiatives, and working with media outlets. Experience in the utility or energy sector is a plus but not required.

Candidates must be legally eligible to work in the US without requiring current or future sponsorship. Additionally, candidate must have ability to pass a pre-employment and random drug and alcohol screenings, REC and client specific background checks, and annual motor vehicle record (MVR) according to company and client policies.

Forward-thinking capacity, leadership, and supervisory experience are essential for the successful candidate. In particular, this position will require the following competencies:

Communications:

Excellent written and verbal communication skills, with the ability to craft messages for a wide range of audiences and platforms. Skilled in editing and content development for both internal and external publications. Ability to create clear, effective messaging that promotes REC's mission and enhances its reputation within the community.

Interpersonal:

Strong leadership and team-building skills, with the ability to mentor, coach, and guide team members. High emotional intelligence, with the ability to manage relationships and conflicts with empathy, professionalism, and clear communication. Skilled at building strong relationships with internal and external stakeholders, fostering a positive work environment.

Technological:

Proficiency in digital communication platforms, including social media management tools, content management systems, and email marketing platforms. Ability to stay up to date with communication technologies and trends to enhance REC's outreach and engagement strategies.

Decision-making:

Strong problem-solving skills with the ability to make informed decisions that align with REC's objectives. Proven ability to manage competing priorities and deadlines in a fast-paced environment. Uses data and analytical tools to make well-informed decisions and changes as warranted.

Organizational:

Strong organizational skills, with the ability to manage multiple projects and ensure the timely completion of deliverables. Ability to delegate tasks effectively and manage cross-functional teams on communication initiatives.

Leadership:

Demonstrate REC's core values (Caring, Respect, Integrity, and Service) and leads by example, fostering a culture of accountability, compassion, and respect. Provide clear direction, motivation, and support to the Communications & PR team to ensure alignment with REC's goals. Conduct performance evaluations, provide constructive feedback, and support the professional development of team members.

The work is primarily performed at REC's administrative office in Fredericksburg, VA, with some travel required for media engagements and community events. Flexibility in work hours is required, especially during media events, crisis communications, or emergency situations. Occasional travel may be necessary for attending events or conferences.

REC LANDSCAPE

As one of the nation's leading electric cooperatives, REC is an extraordinary place to discover a rewarding career. Each day, REC powers the lives of its member-owners. REC presently serves over 180,000 residential, commercial, industrial, agricultural and government accounts, and is experiencing an average of 3,000 new service connections per year. Critically important to the membership is access to high-speed broadband internet. REC is taking significant steps to facilitate broadband partnerships in the counties it serves with local internet service providers.

In Virginia, REC is an innovative leader implementing new programs, services, and rate offerings. From being the first to implement Prepay, develop an on-bill energy efficiency tariff, and to connect a large-scale battery storage system, opportunities to lead the way are endless.

Today REC is offering and shaping a variety of energy services programs that will be essential to meeting new member needs, in the areas of:

- Clean Energy
- Distributed Energy
- Standby Generation
- Energy Management
- Outage Information
- Energy Efficiency
- Electric Transportation



HOW TO APPLY:

Deadline: Open Until Filled

Internal Applicants: Interested parties should submit an internal application (a resume may be attached to the completed application) to the Human Resources Department. Resumes can be emailed to rech@myrec.coop.

Applicants: Use our website myrec.coop/careers to apply for the opportunity. Please indicate the Job Posting ID **#07FB03172025**

APPLY NOW
rech@myrec.coop | myrec.coop/careers



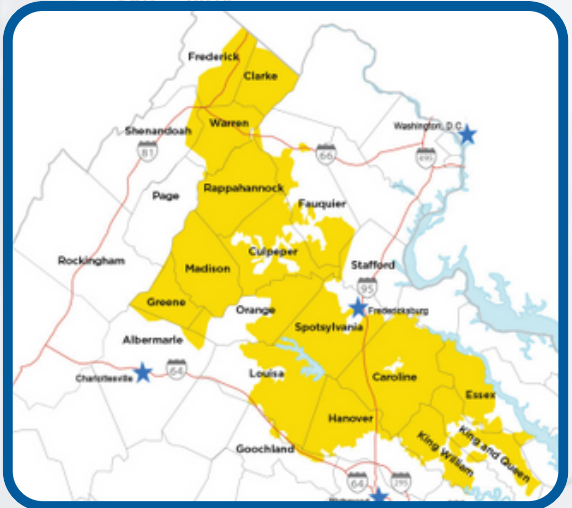


COMPENSATION, BENEFITS AND RELOCATION

The total compensation and relocation package is competitive and will be dependent upon qualifications and experience. There are a lot of benefits to working at REC. You'll be surrounded and supported by a great team of people who are passionate about what they do.

REC believes our team members are at the core of our success. In recognition of the vital role each employee plays every day, we provide a very strong benefits package including:

- **COMPETITIVE PAY**
- **MEDICAL, DENTAL, VISION, AND PRESCRIPTION DRUG COVERAGE**
- **FLEXIBLE SPENDING ACCOUNTS**
- **401(K) WITH COMPANY MATCH**
- **PENSION PLAN**
- **PAID HOLIDAYS AND TIME OFF**
- **EDUCATIONAL/TUITION REIMBURSEMENT PLAN**
- **EMPLOYEE ASSISTANCE PROGRAM**
- **WELLNESS PROGRAMS**
- **PARENTAL LEAVE**
- **REMOTE AND TELEWORKING OPTIONS**



POWER YOUR FUTURE. JOIN OUR TEAM!

REC has over 450 employees working across 22 counties, from the Blue Ridge Mountains to the southeastern shores of the Rappahannock River. REC is one of the largest electric cooperatives in the nation, with over 180,000 member connections across 18,000+ miles of power lines. While the service territory and employees are diverse, what always stays consistent are the core values: Caring, Integrity, Respect, and Service.

Working at REC means you will enjoy the support of a great team of professionals while also having a positive impact on the lives of people in our communities.

Our employees are some of the most dedicated, innovative, and brightest in the industry. We know that working at REC means we're building successful careers for you and a better life for our members.

**START STRONG. MAKE CONNECTIONS.
PLAN FOR THE FUTURE.**

