



Communications Director Energy Education Council

WE TRANSFORM LIVES

Everything we do is designed to improve the quality of life of the people in the state of Illinois, across the nation, and around the world. We discover, develop, translate, and disseminate knowledge to address societal concerns and train the next generation of experts and leaders in a way that empowers them to expand the boundaries of science to higher levels of understanding and influence.

Be a part of our story. Through learning partnerships that extend knowledge and change lives, University of Illinois Extension provides educational programs aimed at making life better, healthier, safer, and more profitable for individuals and their communities. Illinois Extension has operated continuously for more than 100 years connecting the citizens of Illinois to their land-grant university by providing educational programming around the state. University of Illinois Extension is based in the College of ACES and works with all colleges and units of the University of Illinois at Urbana-Champaign.

The Communications Director, Energy Education Council serves as a regular, full-time, 12-month, academic professional with primary responsibility for the development, delivery, management and evaluation of educational programs, public communication, outreach, and member resources supporting the mission of the Safe Electricity (SE)/Energy Education Council (EEC).

One full-time position is available.

Location: Energy Education Council (4440 Ash Grove Drive – Suite B, Springfield, IL 62711)

Position Overview

Program Development, Delivery, Management and Evaluation

- Create and coordinate SE/EEC's public communication, educational programs, and outreach activities, including researching, writing and scheduling news releases and articles, website content, and so on, based on timely and emerging energy issues (including electrical safety), as well as other electricity and energy related topics.
- Evaluate and assess the impact of all public communication and outreach activities for SE/EEC.
- Collaborate with staff to safeguard the brand to ensure consistency and accuracy of brand, message and language through all communications.
- Serve as primary editor/proofreader for key communications to any of the core target audiences to ensure consistency of message as well as overall accuracy.
- Take the lead in creating annual safety education campaign and outreach materials while working closely with the Assistant Director of Visual Communications and other team members to create campaign components.
- Coordinate and closely work with contracted talent, such as videographers and voice-over professionals, to evaluate and ensure finished product conveys the mission and quality standards of SE/EEC.

Application Due

March 27, 2024

Proposed Start Date

As soon as possible after the closing date

Salary

Salary is competitive and commensurate with qualifications and experience, while also considering internal equity. The salary range for this position starts at \$65,000.

To Apply

Go To: <http://go.illinois.edu/1023333>

Log in to your account and upload a cover letter and resume, as well as the names and contact information of three professional references

More Information

Immigration sponsorship is not available for the position. This position is a full-time, benefits-eligible, non-tenure academic professional position appointed on a 12-month service basis. The expected start date is as soon as possible after the closing date. The expected start date is as soon as possible after the closing date. Salary is competitive and commensurate with qualifications and experience, while also considering internal equity. The salary range for this position starts at \$65,000. Generous vacation and sick leave. State Universities Retirement System. Group health, dental, vision and life insurance.

- Communicate with contracted talent to keep projects on schedule and otherwise represent SE/EEC in matters of creative work, fees for services, and other related matters.
- Create and develop annual resource calendar for members in collaboration with the Assistant Director of Visual Communications.
- Complete tasks and collaborate as part of a unified and cohesive team.
- Ensure program resources follow and meet copyright and commercial rights protecting the liability of the organization and its membership.
- Annually evaluate web and social media sites for content, design, and impact.
- In tandem with the Assistant Director of Visual Communications, help oversee all social media communications, ensuring appropriate flow of information and consistency of message and branding across all electronic mediums.

Public Relations/Education

- Serve as the point person and coordinator for all media requests. Independently handle media relations, including coordinating media requests and being interviewed as needed to represent the organization or by coordinating interviews with member-employees.
- Provide responsive customer service to members and answer public inquiries in a positive, prompt, and helpful manner.
- Collaborates with team members to develop, write, and edit website and social media content.

Marketing

- Create and coordinate stakeholder communication efforts, including outreach pieces/other methods of communication.
- Assist in marketing communications activities.
- Review member communications to ensure consistency and accuracy.
- Create powerpoint presentations and give presentations at utility-related conferences and other events as needed (public speaking member training).

Organizational Leadership and Development

- Serve as a liaison with SE/EEC members and other related organizations; work with SE/EEC boards, committees and volunteers.
- Serve as the point person to Advisory Board members so that they may vet materials; then review suggested changes and implement them as necessary.
- Assist with staff supervision and program management including developing outreach materials, scheduling work, and providing/overseeing customer service.
- Possess in-depth knowledge of the energy industry.
- Cooperate fully with the Executive Director to achieve budget goals, fulfill relevant membership initiatives, report impacts, and carry out all other items relevant to the operation.
- Develop professional collaborations with the Executive Director, Board Members, and other team members.
- Serve as an effective team member and volunteer for leadership roles as appropriate.
- As requested, supervise civil service personnel under the direction and in consultation with the Executive Director.
- Perform other duties that contribute to the mission of the SE/EEC programming, as assigned.

This is a security-sensitive position. Comprehensive background checks, including but not limited to a criminal conviction information check, and a review of the Registered Sex Offender list, will be conducted.

The University of Illinois conducts criminal background checks on all job candidates upon acceptance of a contingent offer. Convictions are not a bar to employment. The University of Illinois System requires candidates selected for hire to disclose any documented finding of sexual misconduct or sexual harassment and to authorize inquiries to current and former employers regarding findings of sexual misconduct or sexual harassment. For more information, visit [Policy on Consideration of Sexual Misconduct in Prior Employment](#). The University of Illinois must also comply with applicable federal export control laws and regulations and, as such, reserves the right to employ restricted party screening procedures for applicants.

As a qualifying federal contractor, the University of Illinois System uses [E-Verify](#) to verify [employment eligibility](#).

The University of Illinois is an Equal Opportunity, Affirmative Action employer that recruits and hires qualified candidates without regard to race, color, religion, sex, sexual orientation, gender identity, age, national origin, disability or veteran status. For more information, visit <http://go.illinois.edu/EOO>.

Other Information

- Comply with all University of Illinois Extension Affirmative Action/Equal Opportunity policies and guidelines in all aspects of Extension work; assists Unit staff with data collection for Affirmative Action, Gender, and Targeted reports.
- To perform the functions of this position, the employee will be required to perform work both within an office and outside in the communities that are served, and must have the capability to travel from one location to the other in a timely fashion. Employee is responsible for securing personal transportation. A valid driver's license is preferred. Some work will be required during evenings and/or weekends. When working, the employee may be exposed to a variety of environmental factors to include, but not limited to, hot or cold weather, exposure to noise and allergens, and uneven ground. In performing the functions of this position, the employee may be subjected to various mental and physical demands as well to include, but not limited to, independently traveling to and performing work at different locations, lifting and moving items that may occasionally weigh up to forty (40) pounds and frequently weigh up to twenty (20) pounds, and twisting, pushing and pulling movements. More detailed information regarding the functions of this position (including the physical, mental and environmental requirements of the position) may be obtained from Human Resources for the College of Agricultural, Consumer and Environmental Sciences (ACES) by contacting hr@aces.illinois.edu.

Administrative Relationship: The Communications Director, Energy Education Council is administratively responsible to the Director, Energy Education Council.

Qualifications

Required:

- B.S. required in communications or related field. Bachelor's degrees in other fields will be considered with work experience that demonstrates similar competencies. Candidates with a bachelor's degree in progress may be considered for interviews, but degree must be completed by hire date.
- Five or more years' experience in the communications field.
- Vast writing and editing skills in print, web and graphic design.
- Public speaking experience.
- Experience in how to properly research relevant topics.
- Experience with providing quality customer service.

Preferred:

- M.S. preferred in communications or related field.
- Experience working for non-profit organizations (5 years or more).
- Experience in project management, developing storyboards and outlines, developing communications, media and engagement strategies and measuring results.
- Hands-on experience creating personal-story campaign materials from concept to completion.
- Experience with public communication campaigns and association organizations.
- Experience working for a safety-minded organization or in communications for a utility, energy or electricity-related field.

Knowledge, Skills, and Abilities:

- Ability to work independently, manage multiple projects, and meet deadlines in a fast-paced environment with a high degree of attention to detail. Excellent communication skills, both written and verbal with the ability to distill complex ideas into clear, compelling messages. Strong initiative; able to self-manage and lead others. Working and proficient knowledge and implementation of AP Style. Proficiency in using Microsoft Office Suite programs.

Knowledge of copyright laws and commercial rights. Excellent relationship-building, interpersonal, organizational and time-management skills. Strong editing, grammatical and proofreading skills. Ability to write and edit web, marketing and education resources. Enthusiasm, initiative, self-direction; ability to work independently with minimal supervision and ability to work well in team settings. Strong knowledge of social media platforms, trends, and best practices. Familiarity with communication best practices for social media platforms, e-communications, publications, and generational preferences in communications.

Application Procedure:

To apply, go to <https://go.illinois.edu/1023333>. Please upload a resume, cover letter, the names and contact information for three professional references, and a writing sample. Resume dates submitted must be in month/year format and employment history, at a minimum, should include all work dating back to the completion of your undergraduate degree. The writing sample should focus on energy safety and be no more than 500 words. The goal is to see the use of credible sources for fact, science based information but written in a format that could be digested and clearly understood for the general public. Positions that were less than full-time/100% must be noted as being part-time. Transcripts may be requested at a later date. To receive full consideration, all requested application materials must be submitted via the online system by the close date of **March 27, 2024**.

For further information about the position please contact search chair Shibu Kar at shibakar@illinois.edu. For questions regarding the application process, please contact 217-333-2137.

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