



Personnel – Job Description

Job Title: Director of Member Services & Marketing

Department: Member Services

Reports To: General Manager

Supervises: Member Services & Marketing Department Personnel

FLSA Status: Exempt

Date Issued: March 1, 2001, General Manager

Date Amended: April 22, 2025

General Duties

1. Assist in providing member-owners with adequate and dependable electric service at the lowest possible cost consistent with good service, efficiency and sound business practices.
2. Promote increased understanding and acceptance of the cooperative ownership philosophy by the member-owners, employees, and public.
3. Communicate and coordinate the activities of this department with other departments with emphasis on teamwork, maintaining the established goals and positive image of the Cooperative.
4. Keep management adequately informed of the end results of the activities of this department.
5. Practice and uphold all policies of the Cooperative as adopted by the Board of Directors.
6. Practice and know safe work habits and abide by the safety rules of the Cooperative. Unsafe acts shall be reported and work stopped in the area until corrective steps are taken.
7. Provide courteous, prompt and accurate service that will create good will and enhance the image of the Cooperative with the member-owners and general public in all daily contacts.
8. Take care to observe and present a neat, pleasant appearance. Dress to suit the position; however, each employee should dress as neatly as possible.
9. Staff, journeyman and apprentice level employees are required to have a telephone for contact during emergencies and standby duty.

Specific Duties

1. Responsible for preparing recommendations for the development, improvement and expansion of the member communications program of the Cooperative.

- a. Develop and promote programs of the Cooperative by conducting informal programs throughout the service area, in the member's homes, civic organizations, schools, and through other organizations.
 - b. Work with contractors, suppliers and consumers to help assure quality construction of or improvement to energy efficient homes.
 - c. Develop educational materials and informational programs concerning rate increases which would be conducted either through news publications and/or by conducting public meetings to provide a more effective consumer education program.
 - d. Attend meetings of area governmental bodies such as town council meetings and other legislative bodies with which the Cooperative maintains a relationship.
 - e. Develop and implement periodic member surveys to determine member attitudes toward cooperative services.
 - f. Participate in area community functions in order to establish a visible presence within the service area.
 - g. Counsel with members where necessary or practical and maintain a friendly and courteous relationship.
 - h. Work closely with the Economic Development agencies within the Cooperative service area and the State as may be necessary to accomplish the goals of Carbon.
 - i. Work with the Executive Secretary to produce a monthly member newsletter for insertion in the statewide magazine.
2. Responsible for preparing recommendations for development, improvement and expansion of the Cooperative's energy marketing program.
- a. Develop and implement an Energy Management Program that conserves electric energy and the use of energy more efficiently.
 - b. Develop ideas that would aid in meeting marketing goals through different rate structures.
 - c. Meet with consumers on a "one-to-one" basis to provide technical assistance and consultation regarding the efficient use of electric energy at farms, business establishments or public buildings, including cost/benefit calculations of proposed weatherization or conservation investments.
 - d. Responsible for sales, promotion, troubleshooting and repair of electric thermal storage heating and water heating equipment. Must maintain a State of Wyoming LM-H HVAC Technician license.
 - e. Identify opportunities to promote efficient use of electricity and provide assistance to consumers by analyzing consumer usage.

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- f. Work with the proper agencies to design the required energy conservation plans with the assistance of the General Manager.
 - g. Process electric rebate applications.
 - h. Perform all correspondence, recordkeeping and file maintenance of the Member Services Department.
 - i. Conduct periodic public presentations on the safe and efficient use of electricity.
- 3. Provide sales and marketing of all Diversified Services.
 - a. Assure proper invoicing, billing, and activation of applicable diversified services.
 - b. Maintain and manage inventory of all Member Services materials.
 - c. Responsible for taking orders, scheduling, invoicing, and collecting payments for Member Services products and services.
 - d. Responsible for the implementation of the Energy Shield Power Quality Program.
 - i. Provide information, sales and record keeping of the Energy Shield Power Quality Program.
 - ii. Coordinate with the Office Services Department on proper billing, and maintenance of the program.
 - iii. Purchase and maintain proper levels of inventory for use in the program.
 - iv. Coordinate with the Area Line Forman for installation, maintenance and removal of meter-based devices.
- 4. Provide On-Site Energy Audits.
 - a. Provide assistance to Member-Owner by performing energy audits of their facilities.
 - b. Provide assistance to Member-Owner by recommending and sizing efficient electric heating equipment.
- 5. Assist With Building Maintenance.
 - a. Responsible for operation and maintenance of the HVAC systems in the headquarters building.
 - b. Responsible for maintenance of the lighting system in the office areas of the headquarters building.
- 6. Plan, organize, and analyze the member services and marketing routines by directing and working with employees in this department to make it efficient and effective.

- a. Plan and organize, with the General Manager and staff, the Annual Meeting.
 - b. Prepare annual budget for all departmental expenditures.
 - c. Periodically, but not less than annually, appraise the performance of your staff and counsel them to assist in their development and improvement.
 - d. Assure those personnel reporting to you make every effort at all times to be courteous to members and the public, promptly handling complaints and requests for service.
7. Keep the General Manager well informed and seek his advice and counsel on special problems in which assistance is needed or that may require his attention.
 - a. Advise the General Manager:
 - 1) Of current events in the service area to prevent embarrassment to the General Manager or the cooperative.
 - b. Participate in educational activities, workshops, and other programs to improve technical skills and abilities as directed by the General Manager
 - c. Give prompt attention to all paperwork necessary to keep others well informed and expedite accurate completion of regular activities and special assignments.
 - d. Maintain a cooperative attitude and assist fellow employees in any work that you are capable of doing or may be called on to perform which tends to expedite the business of the Cooperative.
8. Perform any other duties or activities that may be assigned or directed by the General Manager.