

## **Member Services Manager**

### **I. Objective**

- A. Represent the cooperative to various stakeholders, including members, non-members, government entities, commercial and industrial members, employees, communities, and associated organizations.
  - B. Manage departmental activities and provide recommendations to the Chief Executive Officer (CEO) and the Leadership Team.
- 

### **II. Reporting Relationships**

- A. Reports directly to the Chief Executive Officer.
- 

### **III. Responsibilities and Authorities**

#### **A. Planning and Controls**

1. Develop department projections for the annual budget.
2. Oversee employee, member, and public communications.
3. Build and maintain employee, member, and public relations.
4. Maintain commercial and industrial contacts.
5. Develop relationships with local governments and communities.
6. Manage and oversee marketing efforts.
7. Direct capacity and energy conservation efforts.
8. Promote energy efficiency and beneficial electrification.
9. Serve as the Cooperative's Distributed Energy Resources (DER) Coordinator and primary contact for member-owned renewable energy projects (e.g., wind, solar).
10. Plan and coordinate various membership meetings.
11. Address direct services to membership and member concerns.
12. Support economic development efforts to enhance the cooperative's service area.
13. Lead the cooperative's load management activities.
14. Assist members in the efficient use of energy.
15. Develop plans and recommendations to enhance service to members.

#### **B. Operations**

1. Develop a comprehensive understanding of the cooperative's electrical services.

2. Provide direct assistance to members in capacity, energy management, energy efficiency and beneficial electrification efforts.
  3. Deliver effective presentations to various audiences.
  4. Utilize strong interpersonal skills to work effectively with employees, members, and the public.
  5. Manage and coordinate the Member Services Department.
  6. Represent the cooperative in activities with associated organizations.
  7. Direct communication strategies with members.
  8. Administer the cooperative's rebate program to encourage efficient use of electricity and electric equipment.
  9. Plan and coordinate the annual meeting and other member gatherings.
  10. Address members' diverse needs in direct interactions.
  11. Manage the cooperative's load management programs, including water heater, electric heat, and commercial interruptible programs.
  12. Submit required information for load management and energy efficiency reporting to Great River Energy, the State of Minnesota, and other stakeholders.
  13. Organize and facilitate meetings for the Member Advisory Council and Operation Round-Up Board.
  14. Coordinate the director nomination process.
  15. Oversee member surveys and target market research.
  16. Manage youth outreach programs, including Youth Tour, safety presentations, and scholarships.
  17. Perform other duties as assigned by the CEO.
- 

## **IV. Relationships**

### **A. Internal**

1. Collaborates with all cooperative departments to deliver optimal service to members.
2. Works closely with the CEO and Leadership Team, providing reports to the Board of Directors.

### **B. External**

1. Maintains direct contact with:
  - Members, non-members, the public, communities, and local/state governments.

- Commercial and industrial members, contractors, developers, and vendors.
  - Agencies such as the Rural Utilities Service, Public Utilities Commission, and Department of Commerce.
  - Associated organizations, including the National Rural Electric Cooperative Association, Minnesota Rural Electric Association, and Great River Energy.
  - Various community groups, schools, advertisers, media, and competitors.
- 

## **V. Specifications**

### **A. Education and Experience**

1. Bachelor's degree in marketing, business, agriculture, communications, or a related field, or equivalent experience required.
2. Preferred experience in electrical distribution, member relations, or public relations.

### **B. Job Knowledge**

1. Understand the cooperative's relationship with its stakeholders.
2. Possess knowledge of electricity, cooperatives, and member services or the willingness to acquire it through training.

### **C. Abilities and Skills**

1. Effectively manage the Member Services Department. Position does not currently manage any other employees.
2. Demonstrate excellent written and oral communication skills.
3. Exhibit strong interpersonal and relationship-building abilities.
4. Consistently represent the cooperative in a positive manner.

### **D. Working Conditions**

1. Primarily office-based with some early morning, evening, and weekend work.
2. Frequent local travel within the service area, in-state and occasional out-of-state travel.
3. Valid Minnesota driver's license required.
4. Occasional heavy lifting required to move water heaters.