

## Magazine Editor-Communications Director

The perfect job in the perfect place. The two-hat position of Editor, *Rural Montana* and Communications Director for the Montana Electric Cooperatives' Association awaits you in Great Falls, Mont., in June 2012.

**As editor of Rural Montana**, you will take the helm of the largest circulation publication in the state with a circulation of just under 120,000, a perennial award-winner nationally. *Rural Montana* is a 20-page magazine, including four glossy cover pages and 16 full-color, full-bleed interior pages devoted to educating various audiences of the 24 member electric cooperatives about the hot-button energy issues facing the state and nation. *RM* first engages its readers with a balance of feature stories, photographs and departments of general interest to Montanans, especially the faces of the state's landscapes, wildlife and people. Once they're hooked by Montana, *RM* keeps reader attention by teaching the energy issues, efficiency, legislation and trends. The editor supervises and writes the annual performance appraisal for one part-time graphics and computer technician and coordinates all Design and content in the magazine. The editor's aspect of the job requires about 60 percent of the editor's time.

The editor also:

**Reports, edits, shoots** pictures and incorporates material from the national association, and best of all, content submitted by readers in the form of photos, stories, essays, opinion, letters, art and poetry. The editor maintains a high level of interaction with readers, encouraging participation throughout the magazine and responding, either personally or in the magazine to reader comments, complaints and suggestions. The editor enjoys wide latitude in content selection, with the guidance of MECA leadership.

**Maintains liaison with newsletter editors** of member co-ops throughout the state, proofing pages for editors and managers and providing editorial advice when requested.

**Coordinates with Montana's delegation to Congress**, writing the monthly Dateline, DC, question and posting and editing responses in the magazine.

**Requests bids** from printers periodically, evaluate bids and recommend to the association's communications committee on how to proceed with recommendations to the MECA board for selecting a printer. The editor maintains continual liaison with the printer to publish the magazine monthly and follow up on circulation issues. Writing, editing and photo skills mandatory. Layout and design skills a plus.

**Monitors the RM budget** and advises the leadership and Communications Committee on expenses and revenue.

**Monitors the postal accounts** to ensure RM is never held up for delivery. Submits the annual poster report to the USPS.

**As MECA's Communications Director**, you will perform public relations duties such as coordinating events for press coverage, including press releases and press contacts. The CD is called upon to give PR advice and often lends assistance in proofing important correspondence and the Big Skylights CEO newsletter.

The Communications Director also:

**Administers the website**, uploading images and files of interest to visitors including a members-only page for minutes and other files for board and committee members. Coordinates with a contract webmaster for more technical maintenance of the site.

**Coordinates administration of the Communications Committee**, including working with the chair to set agendas and meetings. Maintains minutes and briefs the committee at every meeting. Usually

semiannually. This function includes coordinating MECA's annual radio contact with the Northern Broadcasting Network.

**Directs Production of other publications** including the Association Directory annually and Montana Legislative Guide every other year and handles the publicity, website uploads and brochure for the Montana-wide Campaign School.

**Writes two monthly radio spots** for a Montana-wide radio network and designs, writes and publishes various internal and external programs, brochures and newsletter copy. The CD is editor of the quarterly safety newsletter of the association.

**Represents MECA** on the board of Montana Council of Cooperatives and the working committee of the annual Ralph Parker Memorial Golf Tournament.

**Represents MECA** at five to 10 member co-op annual meetings A year around the state, writing a news report for the Big Skylights newsletter after each meeting.

**Coordinates and writes** the annual meeting script, a 60-page document used by the leadership in coordinating the meeting.

**Administers the MECA communications contest** among the member co-ops, a contest for member services and communications personnel, including managers, including recruiting judges from Montana's daily newspapers and acting as master of ceremonies for the Awards Breakfast presentations.

**Coordinates with staff** on other MECA functions, including Youth Tour, Scholarships and other functions, including the political action group.

**Conducts readership surveys** about every five years and reports results to the Communications Committee and readers. The most recent survey, in the spring of 2012, will already be accomplished.

The Montana Electric Cooperatives' Association is the trade and lobbying association for its 24 member electric distribution cooperatives and three generation and transmission co-ops. RM circulation is about 120,000 with a readership of nearly twice that. Benefits include a full medical, dental and vision package, employer-contribution retirement, 401k plan with employer contribution.

The ideal candidate will have three to five years in print publishing, preferably magazine experience, and with experience designing and laying out pages, organizing an editorial content budget, editing, writing and shooting photos, interviewing and reporting news events and writing features. Understanding of energy issues and the cooperative model of business helpful.

Submit a cover letter and resume detailing skills pertinent to the tasks and salary requirements to: RMCD Resume, ATTN: Gary Wiens, Assistant General Manager, Montana Electric Cooperatives' Association, PO Box 1306, Great Falls MT 59403. E-mail applications to [gary@mtco-ops.com](mailto:gary@mtco-ops.com). Deadline for applications to arrive at MECA, March 1, 2012.