

**Marketing and Business Development Specialist** - REA Energy Cooperative, is seeking a Marketing and Business Development Specialist. Successful applicant will be working out of our Indiana, Pennsylvania office.

**Responsibilities Include, but not limited to:**

- Represent the cooperative in the communities throughout the service area by participating in civic and related organizations to improve the cooperative's image in the community and utility industry. Participates in regular meetings and activities and presents the cooperative's point of view to promote the cooperative and its subsidiary.
- Educate customers, builders and developers about cooperative products, services and incentive programs. Promote incentive programs to encourage greater member satisfaction in the use of electric energy. Maintain knowledge of energy-efficient appliances, lighting, and heating/cooling equipment as well as developments in the building industry to be able to explain the benefits of their use to customers.
- Assist in writing articles for the monthly publications, *Penn Lines*. Design, layout, and development of the cooperative's internal monthly newsletter, *Watts New*.
- Assisting with the design and development of brochures, press releases and other written materials.
- Create business strategies and identify new market opportunities.
- Assist in the management/administration of grants and proposals.
- Assist in the coordination of the annual Youth Tour. Be able to attend as a chaperone if necessary.
- Design and develop informational videos.
- Develop and maintain both the cooperative and subsidiary websites.

**Qualifications Include:**

- Bachelor's degree in marketing, communications, business administration, or related field of study
- Excellent communication and presentation skills. Must be able to interact and communicate to technical and non-technical personnel both within and outside the Cooperative.
- Independent learner, self-starter, displays a strong personal commitment to successfully completing all projects.
- Display creativity, seek new ideas and approaches to traditional business practices.
- Working knowledge of Adobe Creative Cloud programs (Acrobat, InDesign, Illustrator, PhotoShop, Premier) and Microsoft office programs as required.

REA Energy Cooperative, Inc. was formed in 1937 to provide reliable electric service at an affordable price for rural residents in Western Pennsylvania. We rely on our employees to provide reliable electric service in the safest manner. We empower our employees to provide a safe-work environment, through training, communication and Safe Work Practices.

REA Energy Cooperative, Inc. is an equal opportunity employer. We value our employees and recognize that they are one of our greatest assets. REA Energy provides competitive pay, company-sponsored pension program, 401(k) plans with employer contributions, medical and dental insurance programs, and life insurance. To apply, please send resume and cover letter to [hrinfo@reaenergy.com](mailto:hrinfo@reaenergy.com) or by mail to Human Resources, PO Box 70, Indiana PA 15701.

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