

Communications & Marketing Team



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Digital Strategy

NRECA Communications & Marketing:

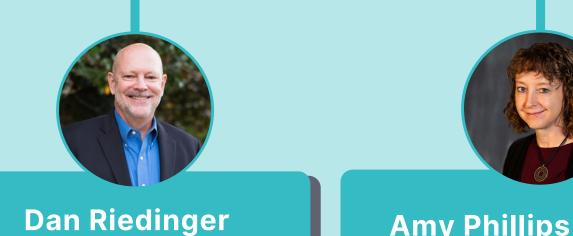
- Tell the Co-op Story
- Engage Our Members
- Meet the Moment



Communications Manager

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Sara Young Broadband Comms Manager Sara.Young@nreca.coop



The Advocacy, Press & Member Communications team:

- Tells the co-op story using earned, paid and social channels
- Promotes NRECA and co-op leaders as industry experts in Washington, D.C.
- Drives member engagement on key co-op issues and supports advocacy campaigns
- Develops communications resources for co-ops



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Senior Manager,

Product Marketing

Open Position

Marketing Contractor

The Marketing team:

- Strategizes across NRECA departments to position, brand, launch and promote 100+ products and services
- Develops and implements annual Marketing strategies, plans and campaigns
- Highlights the benefits and value of membership in NRECA using a full suite of marketing channels

Communications & **Digital Strategy**



The Communications & Digital Strategy team:

Leads NRECA's internal communications

cooperative.com and RE Magazine

services and digital analytics

Oversees content and production for electric.coop,

Manages all NRECA multimedia production, creative



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