

Corning Energy Corporation



Position Title:	Marketing Coordinator
Location:	Corning Natural Gas Corporation Corning, NY
Reports To:	Vice President of Energy Supply and Corporate Secretary
Supervises:	N/A
Salary Range:	\$60,000-\$70,000
FLSA Status:	Full-Time (Exempt)
Hours:	Weekdays, 8:00 a.m. – 5:00 p.m. Occasional evening and weekend hours
Travel:	5-10%

JOB SUMMARY:

The Marketing Coordinator will play a pivotal role in ensuring the effectiveness and sustainability of Corning Energy Corporation’s new business expansion projects through marketing to potential customers, expansion support, grant applications, public relations, regulatory reporting, and data analysis.

ESSENTIAL FUNCTIONS:

New Business Marketing and Development

- Support and engage with team, stakeholders, and/or potential customers regularly for new growth projects.
- Work with outside contractors to create and implement targeted mail, digital, radio, and/or streaming marketing campaigns using direct mail and mailing lists, geofencing, streaming, or other relevant methods, provide analysis of results.
- Negotiate as needed, acquire, and file easements for new business development.
- May run CIAC calculations for all utilities, draft surcharge agreements as needed, maintain spreadsheet of new service requests and completions, or acquire data from accounting.
- Create New Business Year End Reports for CNGC/LGC/PCLP.

Grant Applications

- Collect and upload data required for government grant proposals related to new business development or expansion, including conducting research, writing, and acquiring supporting documents from stakeholders ensuring compliance with funder requirements, regulations, and reporting deadlines.
- Collaborate with leadership to develop and implement system for tracking grant activities, expenditures, and outcomes, and to identify future funding opportunities.

Corning Energy Corporation



Public Relations

- Attend municipal meetings and/or meet with public officials on occasion to provide updates as relevant to projects or for issues as they arise.
- Organize, support, and attend community events as a representative of the company.
- Represent company at various chambers and other business or civic organizations as requested.
- Make initial decisions on PR donations and sponsorships, maintain records of same for subsidiaries, with final approval from VP.
- Update social media accounts and report on metrics.

Public Awareness (Safety) Committee

- Maintain and update all print, digital, and radio campaigns according to corporate plan and scheduled bill inserts.
- Maintain database of municipal and emergency management personnel contacts for all CEC subsidiaries in conjunction with safety manager.

Regulatory Reporting

- Create and submit required regulatory reports for subsidiaries before required deadlines to appropriate agencies:
 - NYSPSC New Business Requests (at Rate Year End).
 - Quarterly PA Lobbyist Report, annual PA Energy Efficiency Report.
 - Other reports as directed.

Other

- Participate in various company committees, scheduled staff meetings, and trainings related to workforce topics, education, safety, security, and health related matters.
- Perform indirect budgetary responsibilities as directed.
- Perform other duties and participate in other projects as assigned.

KNOWLEDGE, SKILLS, AND ABILITIES:

- Excellent written and verbal communication skills.
- Excellent organizational skills, attention to detail, and artistic/creative aptitude.
- Ability to use or self-teach mail merge function in Word.
- Exhibits conscientiousness, dedication, self-discipline, and a sense of responsibility.
- Ability to work independently, take initiative and prioritize multiple assignments with attention to detail.
- Ability to meet deadlines in a fast-paced environment.
- Ability to establish effective relationships and work in a team environment as needed to meet team and company goals.
- Intermediate computer skills including Microsoft Office, and the ability to learn various software programs.
- Able to exhibit poise, clarity, and self-control in stressful, ambiguous, or emotionally demanding situations.
- Strong multi-tasking, problem-solving, and analytical skills.

Corning Energy Corporation



EDUCATION AND EXPERIENCE:

- Bachelor's degree in marketing, business, or related field or five years of related experience preferred.
- Three to five years organizing, coordinating, and executing marketing campaigns.
- Three to five years Microsoft Office software experience preferred.
- Three to five years customer service experience preferred.
- Some public relations experience preferred but not required.
- Google Maps or ESRI mapping skills a plus.
- Experience with gas and electric utilities a plus.
- Financial management and project management skills a plus.

WORK ENVIRONMENT

- This job operates in a professional office environment. This role routinely uses standard office equipment such as computers, phones, photocopiers, and filing cabinets.
- This job requires long periods of sitting, manual dexterity, and repetitive finger motion.
- Hearing and vision are required for this position.
- A valid driver's license is required.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities, and activities may change at any time with or without notice.

I accept the position as outlined above and have read and understand the above job description.

Signature

Date

Job Description updated: February 12, 2025
Reviewed and approved by: J. Lewis/HR