



Communications, Marketing, and Energy Services Generalist

Moorhead Public Service (MPS) is accepting applications for a Communications, Marketing, and Energy Services Generalist. Under limited supervision, this position develops, coordinates, and directs communication, education, promotion, and marketing activities of Moorhead Public Service (MPS). This position also develops, implements, and/or manages MPS' energy conservation improvement programs, including an effective key accounts program. This position supports the overall communications, marketing, and conservation goals, as well as regulatory reporting and addressing the needs and issues of key account customers.

Minimum qualifications include an associate's degree with a curriculum in communications, marketing, energy management, engineering, or a related field; three years of communications, marketing, energy management, or engineering experience working in a utility, commercial, or industrial sector; developing communications, marketing, and energy management plans; coordinating various programs to support the organization; and a driver's license valid in the state of Minnesota.

Desired qualifications include a bachelor's degree with a curriculum in communications, marketing, energy management, engineering, or a related field; five years of communications, marketing, energy management, or engineering experience working in a utility, commercial, or industrial sector; developing communications, marketing, and energy management plans; and coordinating various programs to support the organization.

The 2026 salary range for this position is between \$66,186 and \$101,816 annually. Excellent health insurance and benefits package.

Application form and job description are available at <https://www.mpsutility.com/index.php/en/employment-opportunities/newest-jobs> or by calling 218.477.8000, Option 4.

Applicants MUST complete an MPS Application for Employment to be considered for employment with MPS. EOE.

Closing Date: Friday, September 11, 2026.



JOB NOTICE

Communications, Marketing, and Energy Services Generalist

POSITION SUMMARY

Under limited supervision, this position develops, coordinates, and directs communication, education, promotion, and marketing activities of Moorhead Public Service (MPS). This position also develops, implements, and/or manages MPS' energy conservation improvement programs, including an effective key accounts program. This position supports the overall communications, marketing, and conservation goals, as well as regulatory reporting and addressing the needs and issues of key account customers.

JOB DUTIES OR ESSENTIAL FUNCTIONS

The essential functions of the position include, but are not limited to, the following:

Communications and Marketing:

- Assists with developing and coordinating communications, education, promotion, and marketing activities of MPS on topics such as energy efficiency, electrical safety, the value of public power, and energy and water conservation to promote the utility's goals and meet customer needs.
- Assists with and coordinates providing any information to MPS' employees, customers, and the community.
- Organizes internal and external communications and education in a manner that would assist the General Manager in maintaining effective relationships with its customers, employees, and the public on a variety of local, regional, state, and national matters.
- Promotes energy and water conservation in the community through public speaking, programs, and demonstration projects.
- Assists in the development and promotion of customized programs to meet the needs of key account customers.
- Researches, develops, and implements an approved utility-wide marketing plan.
- Identifies and pursues opportunities for marketing MPS' products and services to new and existing customers.
- Recognizes and communicates potential competitive threats and develops strategies for responding to them in a way that preserves customer loyalty to MPS.
- Coordinates MPS' marketing with other economic development initiatives.
- Establishes media relations, manages the release of information to the media, and serves as the media liaison and/or spokesperson of MPS when assigned.

- Coordinates MPS' emergency and crisis communications, including the development and release of information during emergencies.
- Develops, maintains, and manages MPS' website and associated websites, as well as coordinates with the City of Moorhead to provide practical information to the community through its website as well.
- Assists the General Manager in communicating information to a wide variety of audiences, including the City of Moorhead, Minnesota Municipal Utilities Association, American Public Power Association, Missouri River Energy Services, and other local, regional, state, and national entities.
- Develops an annual communications and marketing budget, exercises management control to adhere to the adopted budgets, and recommends budget adjustments when necessary.

Energy Services and Development:

- Assists with customer-based conservation goals through the Bright Energy Solutions® rebate program. Works with customers to document and provide incentives for energy-saving activities and equipment.
- Assists with energy conservation improvement programs and regulatory reporting, including developing new renewable energy resources and providing general guidance, economic analysis, and incentives to customers who are building their renewable energy resources.
- Coordinates research, development, implementation, and coordination of customer programs to include key accounts, energy management, and conservation improvement.
- Assists with developing or expanding program-based conservation goals and works with MPS staff, suppliers, and contractors to implement these programs.
- Assists with utility rate comparisons and makes recommendations for new rate structures to improve utility efficiency and competitiveness.
- Develops positive relationships between MPS and its customers by meeting with key account customers to discuss business activities, expansion plans, and energy conservation activities.
- Assists customers with questions by analyzing past utility history and providing necessary documentation to support customer needs.
- Coordinates analysis and verification of customer billings to ensure accuracy and identify opportunities for conservation or peak reduction activities.
- Serves as the liaison between MPS and its existing and potential customers for specialized inquiries, information, problem resolution, and new technologies.
- Assists with budget preparation and compliance reporting for conservation improvement, energy reduction, and demand-side management programs.
- Assists with customer and community involvement activities.
- Researches and maintains information on new developments or changes in the water and energy industry, as well as all allied fields.
- Assists in partnering with energy suppliers and the water sector to provide services that benefit MPS' customers.

- Assists the General Manager with planning and reporting activities that carry out MPS' policies and program objectives vital to the efficient, effective, and economical operation of the water and electric utilities.
- Performs other duties and/or special projects as requested.

COMPETENCIES

To perform this position successfully, an individual must be competent in the following areas:

- Kindness and Understanding. Must be able to exhibit kindness and understanding, and be fair-minded and reasonable. Must be approachable and exhibit good judgment when handling personal issues. Must be confidential and protect the privacy of all employees.
- Analytical. Synthesizes complex or diverse information. Collects and researches data. Uses intuition and experience to complement data. Designs workflows and procedures
- Problem Solving. Must be able to handle problems of the job on a regular basis. Employees may be involved in situations where conflict occurs between employees, customers, or other parties. Regardless of the problems or issues that may occur, the individual must be able to resolve them effectively.
- Results. Able to articulate and drive the need for timely, high-quality results. Motivates by personal example of hard work and is dedicated to results. Internally driven to achieve high personal standards. Institutes systems to monitor progress and ensure sustainable results. Anticipates, diagnoses, and works through roadblocks. Continually seeks to improve work results and methods.
- Leadership. Inspires and motivates others to perform well. Inspires respect and trust. Accepts feedback from others. Provides vision and inspiration to peers and subordinates. Gives appropriate recognition to others. Displays passion and optimism. Mobilizes others to fulfill the vision.

MINIMUM QUALIFICATIONS

To perform this position successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the formal education, experience, and training required.

Education

Associate's degree with a curriculum in communications, marketing, energy management, engineering, or a related field.

Experience

Three (3) years of communications, marketing, energy management, or engineering experience working in a utility, commercial, or industrial sector; developing communications, marketing, and energy management plans; and coordinating various programs to support the organization.

Trainings, Certificates, Licenses, and Other Requirements

- Driver's license valid in the state of Minnesota.
- Leadership qualities consistent with MPS' Culture Values – be engaged, be respectful, be positive, be a team player, and be appreciative of others.

DESIRED QUALIFICATIONS

The requirements listed below are representative of the formal education, experience, and training preferred to perform all the functions of this position exceptionally.

Education

Bachelor's degree with a curriculum in communications, marketing, energy management, engineering, or a related field.

Experience

Five (5) years of communications, marketing, energy management, or engineering experience working in a utility, commercial, or industrial sector; developing communications, marketing, and energy management plans; and coordinating various programs to support the organization.

Trainings, Certificates, and Licenses

Certified Energy Manager certification from the Association of Energy Engineers.

COMPLEXITY

While performing the normal duties of this job, processes, procedures, or software vary from one assignment to the next. Assignments are still related in function and objective.

RESPONSIBILITY

Supervision

Limited supervision is provided while performing the normal duties of this job.

This position exhibits no formal supervisory responsibilities but may coordinate work with other individuals as a team member.

Impact

While performing the normal duties of this job, this position's work affects the overall efficiency and image of Moorhead Public Service.

REQUIRED PHYSICAL ABILITIES AND WORK CONDITIONS

The physical demands and work conditions described here are representative of those that must be met by an individual to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, this position:

- May occasionally squat, reach above shoulder level, stand, walk, and lift and/or carry up to 50 lbs.; frequently talk, hear, and drive; and continuously sit.
- Will use close vision, far vision, and depth perception.
- Will use their right hand and left hand for simple handling or grasping, firm handling or grasping, and fine handling or manipulation.

Work Conditions

While performing the duties of this job, this position will experience exposure to inside environmental conditions and exposure to noise, dust, fumes, gases, chemicals, or oils requiring special mitigating precautions or protective gear.

WAGE AND APPLICATION INFORMATION:

The 2026 salary range for this position is between \$66,186 and \$101,816 annually. The starting salary will be dependent upon experience and education. Excellent health insurance and benefits package.

Anyone interested in applying for a position at Moorhead Public Service (MPS) must complete an official MPS Application for Employment in order to be considered for employment with MPS. Applications are available at <https://www.mpsutility.com/index.php/en/employment-opportunities/newest-jobs> or by calling 218.477.8000, Option 4.

Upon completion of an MPS Application for Employment, you can submit the application in one of three ways:

1. **Print and mail to:**
Moorhead Public Service
c/o Employment Opportunities
P. O. Box 779
Moorhead, MN 56561-0779
2. **Scan and e-mail to jobs@mpsutility.com. If you do not receive immediate confirmation that we received your e-mail (via an automated message), please call 218.477.8000, Option 4, to confirm receipt of your e-mail.**
(NOTE: Depending upon your computer's software, you might not be able to save the MPS Application, so you will need to print it and then scan it before e-mailing it to us.)
3. **Print and deliver** to MPS' Business Office located at 2901 South Frontage Road, Suite 2, Moorhead. The office is open Monday through Friday, 8:00 AM until 4:30 PM, excluding holidays.

Closing date: Friday, September 11, 2026.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential tasks. This job notice should not be construed to imply that these requirements are the exclusive responsibilities of the position. Other duties may be required by the supervisor. The job notice does not constitute an employment contract between the employer and the employee. It is subject to change as the needs of the employer and requirements of the job change.

Application for Employment

We welcome you as an applicant for employment with Moorhead Public Service (MPS). It is the policy of MPS to provide equal opportunity in employment. MPS will not discriminate on the basis of race (including traits associated with race, including, but not limited to, hair texture and hair styles such as braids, locs and twists), color, creed, age, religion, national origin, marital status, disability, sex, sexual orientation, familial status, status with regard to public assistance, local human rights commission activity, or any other basis protected by law.

Please furnish complete information so we may accurately and completely assess your qualifications. You may attach any other information that provides additional details about your qualifications for employment in the position you seek. Please refer to the enclosed Applicant Data Practices Advisory for guidance regarding how your application information will be used, the consequences of providing or not providing your information, and more.

MPS accommodates qualified persons with disabilities in all aspects of employment, including the application process. If you believe you need a reasonable accommodation to complete the application process, please contact Human Resources at 218-477-8013.

Please print in INK or type when completing this application.

Personal Information

Name: (Last)	(First)	(MI)
Street Address:		
City, State, Zip:		
Phone Number:		Alternate Phone Number:
E-mail:		

Title of position applying for:

Are you at least 18 years old?	☐ Yes ☐ No
Will your continued employment require "employer sponsorship?"	☐ Yes ☐ No
Are you legally eligible to work in the United States in the position for which you are applying? <i>Proof of citizenship or work eligibility will be required as a condition of employment.</i>	☐ Yes ☐ No

Educational Information

School Name and City/State	Did you Graduate	Certificate/Diploma/Degree Earned	Major/Minor
High School:	☐ Yes ☐ No ☐ GED		
Technical/Vocational:	☐ Yes ☐ Attending ☐ No		
College/University:	☐ Yes ☐ Attending ☐ No		
College/University:	☐ Yes ☐ Attending ☐ No		
College/University:	☐ Yes ☐ Attending ☐ No		

Please list any additional training, licenses, registrations, or certificates you possess that may be related to this position:

Please note that you will be asked to provide proof of possessing a valid driver's license if it is a minimum requirement for the position applied for.

Employment Experience

List current or most recent employer first. Resumes will only be considered in addition to, but not in lieu of, this application.

Company	Name of Last Supervisor	Hrs./Week Worked
Address	Start Date	
City, State, Zip	End Date	
Phone Number	Last Job title	Check if Current Employer ☐
Reason for leaving (be specific):		
Describe your work in this job:		

Company	Name of Last Supervisor	Hrs./Week Worked
Address	Start Date	
City, State, Zip	End Date	
Phone Number	Last Job title	Check if Current Employer ☐
Reason for leaving (be specific):		
Describe your work in this job:		

Company	Name of Last Supervisor	Hrs./Week Worked
Address	Start Date	
City, State, Zip	End Date	
Phone Number	Last Job title	Check if Current Employer ☐
Reason for leaving (be specific):		
Describe your work in this job:		

Company	Name of Last Supervisor	Hrs./Week Worked
Address	Start Date	
City, State, Zip	End Date	
Phone Number	Last Job title	Check if Current Employer ☐
Reason for leaving (be specific):		
Describe your work in this job:		

Unpaid Experience

Describe any unpaid or volunteer experience relevant to the position for which you are applying (you may exclude, if you wish, information that would reveal race, sex, religion, age, disability, or other protected status).

Military Experience

Did you serve in the U.S. Armed Forces?

Describe your duties below:

Do you wish to apply for Veterans' Preference Points?

If you answered "yes," you must complete the enclosed application for Veterans' Preference points, and submit the application and required documentation to MPS by the application deadline of the position for which you are applying.

Authorization

I certify that all information I have provided in this application for employment is true and complete to the best of my knowledge. Any misrepresentation or omission of any fact in my application, resume, or any other materials, or during any interviews, can be justification for refusal of employment, or if employed, will be grounds for dismissal, regardless of length of employment or when the misrepresentation or omission is discovered.
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I acknowledge that I have received a copy of the Job Notice for the position/s for which I am applying. I further acknowledge my understanding that employment with Moorhead Public Service is "at will," and that employment may be terminated by either Moorhead Public Service or me at any time, with or without notice.

With my signature below, I am providing Moorhead Public Service authorization to verify all information I provided within this application packet, including contacting current or previous employers. However, I understand that if, in the Employment Experience section I have answered "No" to the question, "May we contact your current employer?," contact with my current employer will not be made without my specific authorization.

I have read the included Applicant Data Practices Advisory, and I further understand that criminal history checks may be conducted (after I have been selected for an interview, in the case of non-public safety positions) and that a conviction of a crime related to this position may result in my being rejected for this job opening. I also understand it is my responsibility to notify Moorhead Public Service, in writing, of any changes to information reported in this application for employment.

Signature

Date

Veterans' Preference

COMPLETE THIS FORM ONLY IF YOU ARE CLAIMING VETERANS' PREFERENCE

NOTE: VETERANS' PREFERENCE POINTS CANNOT BE CONSIDERED WITHOUT SUPPORTING DOCUMENTATION. ATTACH COPY OF "VETERAN'S DD214 COPY 2, 4 or 6), OR OTHER DOCUMENTATION VERIFYING MILITARY SERVICE.

DOCUMENTATION MUST BE RECEIVED IN THE HUMAN RESOURCES OFFICE NO LATER THAN SEVEN (7) CALENDAR DAYS AFTER THE DEADLINE DATE FOR THE POSITION.

You must submit a PHOTOCOPY of your DD214 (Copy 2, 4, or 6) or other documentation verifying military service to substantiate the services information requested on the form. Claims not accompanied by proper documentation will not be processed. For assistance in obtaining a copy of your DD214, or other documentation verifying military service, contact your County Veterans' Service Office.

Moorhead Public Service operates under a point preference system, which awards points to qualified veterans to supplement their application. After receiving a passing score, ten (10) points are granted to non-disabled veterans on open competitive examinations; Fifteen (15) points are awarded if the veteran has a service-connected compensable disability as certified by the U.S. Department of Veterans Affairs (USDVA).

To qualify for preference for a **competitive exam**, you must have earned a passing score and been separated under honorable conditions from any branch of the armed forces of the United States after having served on active duty for 181 consecutive days, **or** by reason of disability incurred while serving on active duty, **or** after having served

the full period called **or** ordered for federal, active duty **and** be a United States citizen or resident alien. Veteran's preference may be used by the surviving spouse of a deceased veteran, and by the spouse of a disabled veteran who is unable to qualify because of the disability.

To qualify for preference on a **promotional exam**, a veteran must have earned a passing exam score and received a USDVA active-duty service-connected disability rating of 50% or more. For a promotional exam, a qualified disabled veteran is entitled to be granted five (5) points. Disabled veterans eligible for such preference may use the five points preference only once when applying for the first promotion after securing public employment.

Claims must be made on the form below and submitted with your application by the application deadline of the position for which you are applying. If the DD214 Copy 2, 4 or 6), or other documentation verifying military service, is submitted within 7 to our office separate from this sheet, please attach a note with it indicating the position for which you are applying and your present address.

Name (Last) (First) (MI)	Position for which you applied closing date:	
Address (Street) (City) (State) (Zip)	Phone Number	Are you a US Citizen or Resident Alien? ☐ Yes ☐ No

VETERAN (10 points):

(DD214 or DD215, Copy 2, 4, or 6, or other documentation verifying military service, must be submitted to receive points)

Honorably discharged veteran: ☐ Yes ☐ No

DISABLED VETERAN (15 points):

(DD214, Copy 2, 4 or 6, or other documentation verifying military service, and USDVA Summary of Benefits Letter showing a compensable service connected disability rating decision, usually 10% or more must be submitted to receive points)

Percent of Disability: _____%

Have you ever applied for promotion in public employment? ☐ Yes ☐ No

SPOUSE OF DECEASED VETERAN (10 points or 15 if the veteran was disabled at time of death):

(Veteran's DD214 or DD215, or other documentation verifying military service, photocopy of marriage certificate, spouse's death certificate and proof veteran is deceased must be submitted to receive points. You are ineligible to receive points if you have remarried or were divorced from the veteran).

Date of Death: _____ Have you remarried? ☐ Yes ☐ No

SPOUSE OF DISABLED VETERAN (15 points):

(Veteran's DD214 or DD215, Copy 2, 4, or 6, or other documentation verifying military service, photocopy of marriage certificate, and USD VA Rating Decision showing a compensable service connected disability rating decision, usually of 10% or more, and which shows the nature of the disability, must be submitted to receive points.

How does veteran's disability prevent performance of a stated job "requirement?" Due to the veteran's service-connected disability the veteran is unable to qualify for this position because (be specific): _____

AFFIDAVIT: I hereby claim Veterans' Preference points for this examination and swear/affirm that the information given is true, complete, and correct to the best of my knowledge. I hereby acknowledge that I am responsible to obtain the required Veterans' Preference verification documents and submit them to MPS by the required application deadline.

Signature _____

Date _____

Information Regarding Claiming Veterans' Preference

Preference points are awarded to qualified veterans as defined by Minn. Stat. § 197.447, and to certain spouses of deceased or disabled veterans subject to the provision of Minn. Stat. §§ 197.447 and 197.455.

The veteran must:

1. be a U.S. citizen or resident alien;
2. have received a discharge under honorable conditions from any branch of the U.S. Armed Forces; AND have either:
 - a. Served on active duty for at least 181 consecutive days, or
 - b. Have been discharged by reason of disability incurred while serving on active duty, or
 - c. Have completed the minimum active duty requirement of federal law, as defined by Code of Federal Regulations title 38, section 3.12a, i.e., having fulfilled the full period for which a person was called or ordered to active duty under Title 10 of the United States Code, or
 - d. Certified service and verification of "veteran status" granted under U.S. PL 95-202.

The information provided will be used to determine your eligibility for veterans' preference points. You are required to supply the following information:

1. Attach a copy of your DD214 or DD215, Copy 2, 4, or 6, or other documentation verifying military service. This copy must state the character of discharge; i.e., honorable, general, medical, under honorable conditions.
2. Disabled veterans must also supply a Military/United States Department of Veterans' Affairs Rating Decision or Summary of Benefits Letter that supports/verifies the fact that the veteran has a compensable Service connected disability.
3. A spouse of a deceased veteran, applying for preference points must supply their marriage certificate, the veteran's DD214 or DD215 Copy 2, 4, or 6, or other documentation verifying military service, a death certificate, verification of their marriage at the time of veteran's death, and that the spouse has not remarried.

Thank you for your military service and for your interest in employment with Moorhead Public Service. If you have any questions regarding veterans' preference, please contact MPS Human Resources at 218-477-8013 or your local County Veterans' Service Office.

Equal Employment Opportunity Information

The information asked of you will be used to evaluate our overall efforts in reaching all segments of the population. The following information is VOLUNTARY and CONFIDENTIAL. This information is NOT A PART of the application file and is REMOVED from the application when received by our office. Moorhead Public Service appreciates your cooperation in our efforts to ensure affirmative action and equal opportunity.

Position(s) for which you are applying:

Gender: ☐ Male
☐ Female
☐ Other

With which racial/ethnic group do you identify?

- ☐ Black or African American
- ☐ Hispanic or Latino
- ☐ American Indian or Alaskan Native through Tribal affiliation or community recognition
- ☐ Caucasian/White
- ☐ Asian
- ☐ Native Hawaiian or other Pacific Islander
- ☐ Two or more races

Disability status, defined as:

- 1) Has a physical or mental condition that substantially or materially limits a major life activity (such as walking, talking, seeing, hearing, or learning).
- 2) Has a history of a disability (such as cancer that is in remission).
- 3) Is regarded as having such an impairment.

Do you claim disability status? ☐ Yes ☐ No

Applicant Data Practices Advisory

According to Minn. Stat. § 13.04, Moorhead Public Service (MPS) must advise you of the following:

Purpose and Intended Use of the Data:

MPS collects this information for purposes of selecting a candidate for hire. Your data will be used to determine the effectiveness of our recruiting efforts in reaching all segments of the population and in validation of our selection methods. For public safety positions, or in the event you are selected for hire, your data will be used to perform a criminal background check, including using the Bureau of Criminal Apprehension's website. Consultant, MPS staff, and elected officials involved in the hiring process will have access to the data provided. Data may be shared upon court order, or provided to the state or legislative auditor upon request.

Whether you May Refuse or Are Legally Required to Supply this Data:

The Application for Employment, as well as supplying any data in the Application for Employment, is voluntary.

Consequences Arising from Supplying or Refusing to Supply this Data:

MPS takes pride in hiring the best candidates, but cannot do this without a complete application. Filling out the application is voluntary, and the more complete the application, the better your chances of conveying to MPS you are the best candidate for the job. Except for explicitly optional requested information, refusal to provide a complete application may result in immediate disqualification from consideration for a position.

Minors submitting this application have the right to request that parental access to private data be denied. If you wish to make this request, please submit the request in writing to:

Moorhead Public Service
Attn: Human Resources
2901 South Frontage Road, Suite 2
P.O. Box 779
Moorhead, MN 56561-0779