

Copper Valley Telephone Cooperative

Position Title: Marketing Specialist Reports To: Chief Customer Relations Officer	Department: Marketing FLSA Status: Exempt
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General Summary:

Responsible for executing effective marketing strategies, developing publicity, education, advertising and promotional campaigns, and analyzing campaign effectiveness. The overall purpose of the Marketing Specialist's work is to drive sales, awareness, and support of CVTC products and services. The successful candidate will play an integral role in building and engaging CVT's customer base and creating effective strategies that will promote the company's long-term growth, reputation, and support our brand.

The Marketing Specialist is well-versed in marketing concepts, principles and tactics including both traditional and electronic platforms.

Essential Job Functions:

- Develop marketing strategies for products & services. Plan and execute creative marketing campaigns and initiatives to reach mass or target audiences through appropriate channels (social media, e-mail, radio, press, etc.). Includes developing ideas for the campaigns.
- Effectively market and promote products and services. Increase sales, customer retention and brand awareness.
- Manage ongoing Branding Awareness activities. Develop and oversee branding campaigns and ensure compliance. Coordinate and approve corporate branding standards, including signage, buildings, uniforms, vehicles, etc.
- Create market collateral, oversee campaigns, and manage initiatives through the use of multiple distribution channels to increase sales.
- Manage and use digital marketing tools, including, but not limited to: website, social media, email direct marketing, text message marketing, search engine optimization (SEO), data-driven campaigns, ecommerce, campaign design & management.
- Manage corporate website. Establish & create content, promotions, and negotiate vendor manage website design contract.
- Act as managing editor of newsletter, blog, and other public media. Oversees copy, content, distribution.

- Analyze data to determine campaign and marketing efficiency
- Track consumer and market trends and use this information to inform campaigns and initiatives
- Collaborate with other Commercial Department team members and other departments as needed for successful marketing and brand development.
- Assist in analyzing marketing and sales data (campaign results, customer surveys, market data, and subscriber information) to help shape marketing strategies
- Coordinate with and manage external vendors including website designers, graphic design, advertising firms, and product vendors. This will include negotiating rates.
- Participate in development of long-range CVT marketing and sales plans
- Communicate internally to employees and other departments about campaigns, promotions, products and services. Conduct employee training as necessary about promotions and campaigns. May include use of intranet, bulletin boards, and presentations.
- Performs all other related duties as assigned by senior management.*

*These tasks do not meet the Americans With Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

Knowledge, Skills, and Abilities:

- Experience using and interpreting marketing data analytics and tools.
- Advanced understanding of traditional and digital marketing elements and market research methods.
- Creative, ability to think conceptually
- Strong interpersonal and oral communication skills
- Exceptional writing skills
- Ability to work well in a fast-paced, collaborative environment
- Vendor and contract negotiation and management experience.

- Advanced skills in Word, Excel, PowerPoint and other applications.
- Experience using design, photo editing, intranet or web design programs preferred.
- Problem solving skills set to resolve and overcome obstacles including adverse situations.
- Knowledge of company policies and procedures.
- Knowledge of company products and services.
- Skill in organizing.
- Ability to sit in front of a computer monitor and type or enter data for long periods of time.
- Ability to work extended hours and travel on occasion.

Education and Experience:

Bachelor’s Degree in Marketing, Business Administration or related field, plus a minimum of 3 years in Marketing or related experience. An equivalent combination of college study and experience may also be accepted.

Physical Requirements:

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type, and use phone system.				X

Working Conditions:

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

Note: The statements herein are intended to describe the general nature and level of work being performed by employees, and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.