

Copper Valley Telephone Cooperative

Position Title: Marketing Specialist Reports To: Director of Customer Experience	Department: Customer Care 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 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 CVTC's customer base and creating effective strategies that will promote the company's long-term growth, reputation, and support our brand.

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

Essential Job Functions:

- Assists the Director of Customer Experience with the following:
 - Marketing strategies for products and 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.).
 - Effectively market and promote products and services. Increase sales, customer retention and brand awareness.
 - Managing 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 using 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 and promotions.
- Act as managing editor of newsletter, blog, and other public media. Oversees copy, content, distribution.
- Track consumer and market trends and use this information to inform campaigns and initiatives.

- Assist in analyzing marketing and sales data (campaign results, customer surveys, market data, and subscriber information) to help shape marketing strategies.
- 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.
- Develop and maintain retail purchase agreements including the development and submission of purchase agreements while maintaining a positive relationship with consultants, insurers, suppliers, and other entities.
- Manages retail stores by determining merchandise to be carried in stores, pricing and display strategies; maintaining adequate inventory levels; ensuring adequate inventory controls are in place.
- Assist in the development and implementation of sales techniques among staff to increase sales of products and services.
- Be a brand ambassador while ensuring brand integrity making sure all visual and marketing directives follow company and/or partner standards; ensure all promotional sign changes are executed timely, and ensure all transfers, price changes are completed within the required timeframe. Always keeping the customer experience at top of mind and ensure optimum product presentation on the sales floor.
- Maintain an in-depth knowledge of all merchandise within each location. Understand product knowledge, product value and the differences in assortments.
- Communicate all business opportunities or needs to Manager.
- Develop and maintain relationships with coworkers.
- Performs all other related duties as assigned by 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:

- Flexible schedule required, including the ability to work nights, weekends and holidays.
- Ability to travel based on business needs between multiple locations, if applicable.
- Excellent time management and organizational skills.

- Self-motivated, independent leader.
- Ability to be mobile in a store including standing, walking, bending, squatting, kneeling, reaching and/or twisting for up to 8 hours or more per day.
- Simple grasping, pushing, pulling, lifting and/or carrying things that weigh up to 40 pounds.
- Ability to learn the following;
 - Knowledge of billing system software.
 - Knowledge of tariffs and rates.
 - Knowledge of electronic service order procedures.
 - Knowledge of company policies and procedures.
 - Knowledge of management principles and practices.
 - Knowledge of company products and services.
- Skill in operating various office equipment such as personal computer, postage machine, copier, shredder, various software programs, email, and telephone systems.
- Skill in oral and written communication.
- Skill in operating Microsoft applications including Word, Excel, PowerPoint, Outlook, and Explorer.
- Ability to communicate with various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments.
- Ability to maintain confidentiality.
- Ability to pay close attention to detail.
- Ability to make sound decisions using information at hand.
- Ability to sit at a desk for long periods of time.
- Ability to create a team environment and sustain employee morale.

Preferred Education and Experience:

Bachelor’s degree in marketing, business administration, or related field and three years of marketing or related experience.

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.