

## **MARKETING AND PUBLIC RELATIONS SPECIALIST**

Position Title: Marketing and PR Specialist	Department: Marketing
Reports To: Marketing Manager	FLSA Status: Exempt

### **General Summary:**

Assists Marketing Manager with drafting, developing and executing marketing plans and strategies. Analyzes selling prices and market penetration. Assist in the preparation of promotional materials and distributes. Ensures the preparation of events, including the tasks of reservation, staging, design, supply items, publicity of event. After campaign or event, gathers and renders to management feedback and results.

### **Essential Job Functions:**

- Assist in the development of presentations; advertisements for television, radio, online, social media, mail or other platforms; special events; and, other marketing campaigns.
- Assist in the implementation of strategies in accordance with cooperative objectives.
- Coordinates and administers customer surveys to determine customer needs and satisfaction levels.
- Manages content for website or social media pages.
- Coordinates cooperative participation in community and other events by completing registrations, arranging display booths, ensuring appropriate products and supporting literature is available and coordinating staff support.
- Maintains effective public relations policy aimed at enhancing the cooperative's image within the community. Assists in educating community, state and industry leaders about the cooperative's services, achievements and future.
- Attracts media coverage for cooperative activities by preparing news releases and contacting local newspapers, radio and television stations regarding upcoming events.
- Prepares or oversees the preparation of subscriber and employee newsletters, annual reports, welcome letters, information notices and other company literature.
- Serve as liaison between company, vendors, advertising agencies, and media outlets or applicable associations.
- Performs all other related duties as assigned by management. \*

### **Knowledge, Skills, and Abilities:**

- Knowledge of marketing and public relations principles and practices.
- Knowledge of regulatory, industry and technological developments that affect telco customers.
- Knowledge of telecommunications technology, products and services.
- Knowledge of cooperative policies and procedures.
- Skill in networking with industry leaders.
- Skill in oral and written communication.
- Ability to accurately interpret market trends.
- Ability to communicate with customers, co-workers, media and various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments.
- Ability to pay close attention to detail.
- Ability to make sound decisions using information at hand.
- Skill in operating various office equipment such as personal computer, various software programs and telephone systems.
- Skill in identifying and resolving subscriber problems.

### **Education and Experience:**

Bachelor's degree in marketing, communications or public relations or equivalent experience, plus two to three years of experience in related field.

**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.