

Grand River Mutual Telephone Corporation Job Description

Job Title: Marketing Representative

Reports To: Director of HR & Marketing

Summary: Assist with drafting, developing, and executing marketing plans and strategies to maintain and improve the Corporation's competitive position. Market and sell all Corporation products and services, to increase the use of the products and services and foster better communications with customers. Assist with promotion of member and public relations aimed at enhancing the Corporation's image within the community.

Essential Job Functions:

- Assist with drafting, developing, and executing annual marketing plan for new and existing services and products. Create and coordinate advertising promotions, including digital, radio, music on hold, and newspaper advertising for the Corporation. Create and coordinate the production and mailing of promotional materials and user guides. Create and coordinate monthly bill messages for customer bills. Attract media coverage by preparing news releases. Help track the success of marketing efforts.
- Work with Director of HR & Marketing to develop marketing budget.
- Receive Community Improvement Grant applications and prepare them for the Board to review. Assist in selecting applications to recommend. Send letters to all applicants to inform them of the status of their application. Coordinate the grant presentation and arrange for pictures with the grant recipients, District Managers, Customer Service Representatives, Combination Technicians, and local newspapers. Prepare a press release each quarter to announce grant recipients.
- Assist in the coordination and publication of the Corporation's sponsorship of the annual FRS Scholarship, the Corporation's local scholarship program, and other state and national scholarship programs as needed. Revise applications, send letters to guidance counselors and deliver packets to high schools in the Corporation's exchanges. Prepare a press release and a letter in customers' bills to encourage eligible students to apply. Assist in selecting students to award, and send letters to applicants to announce the winners. Prepare a press release to announce the winners. Send the packet of information to FRS.
- Assist in planning and organizing Corporation events such as the annual meeting, Christmas party, Northwest Missouri State Fair, and Customer Appreciation events.
- Assist with social media advertising and online customer interactions, and creation and maintenance of the Corporation's websites.
- Select, price, and order promotional items, such as Corporation logo apparel, giveaways and freebies for various events, and baseball caps and visors for teams in Corporation exchanges.
- Represent the Corporation at meetings on the state and national level with industry associations.

- Encourage all employees to take an active role in marketing for the Corporation, through individual employee contact and training events.
- Take pictures of events for Corporation newsletter when needed.
- Participate in community organizations on a volunteer basis, or as assigned.
- Make job safety a primary objective in all duties.
- Provide extraordinary service to members, co-workers, and others. Continuously promote new and existing product offerings, in order to maintain and improve the public image and competitiveness of the Corporation. Communicate with others to maintain current product and service offerings, and to assist in the development of new products and services.
- Communicate and cooperate with others to work effectively by sharing and listening to ideas, keeping commitments, keeping others informed of work progress and issues, and addressing problems and issues constructively.
- Perform other duties and responsibilities to fulfill job functions or as assigned.*

*These tasks may 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. To perform this job successfully, an individual must be able to perform each essential function satisfactorily.

Knowledge, Skills, and Abilities:

- Knowledge of:
 - telecommunications industry, telecom operations, and technology.
 - marketing, sales, and public relations principles and practices.
 - company products, services, policies, and procedures, including security cameras.
- Skill in
 - oral and written communication, public speaking, and persuasion.
 - reading and understanding technical documents, reports, and forms.
 - operating various office equipment such as personal computer, various software programs (including Microsoft Office (especially PowerPoint), Adobe Photoshop, and Adobe InDesign) and telephone systems.
 - pricing and selling products and services.
 - identifying and resolving customer problems.
- Ability to:
 - communicate with customers, employees, and various business contacts in a professional, positive, and courteous manner.
 - develop creative marketing efforts and materials.
 - negotiate with others and resolve conflict.
 - organize and prioritize multiple work assignments.
 - pay close attention to detail.
 - make sound decisions using information at hand in a timely manner.

- maintain a valid driver’s license and good driving record, and be insured under the Corporation’s insurance policy.
- work long hours and travel as circumstances dictate.

Education and Experience:

Associate’s degree in Marketing, Design, or a related field, plus one to three years of related experience in sales or marketing, or equivalent combination of experience and education.

Physical and Mental Demands:

Must possess appropriate visual and hearing acuity to perform essential functions. Limited standing, walking, stooping, kneeling, and infrequent lifting up to 50 pounds. Must be able and willing to learn a variety of tasks. Must work effectively in stressful situations and adapt well to change. Must accept responsibility, display initiative, and be able to work without direct supervision.

Working Conditions:

Good working conditions, generally with the absence of disagreeable conditions.

Note:

This description is intended to provide an overview of the intended job content and qualifications of the position, and is not intended to be all-inclusive. Employees will perform other duties as assigned by the immediate supervisor and other management as required. Further, this document does not establish a written or implied contract of employment, and is subject to change at the discretion of the Corporation.