



Job Posting

Job Title:
Marketing & Sales Specialist

February 18, 2022

General Summary:

This position will play a critical role in the success of the Company's ability to retain and acquire customers. The individual is expected to work closely with all department managers/supervisors and telecom advisors. Some sales responsibilities required. In keeping with our mission of customer satisfaction, all jobs carry with them an overriding responsibility to provide extraordinary customer service in terms of quality, timeliness, and assistance. A commitment to service excellence is expected of all employees as they perform their tasks.

Specific Job Duties and Requirements:

- To be aggressive, self-confident and highly motivated individual who drives the Company's marketing efforts.
- Possesses creativity, attention to detail, and accuracy both in terms of grammar & information.
- Possesses knowledge of products and services, friendly attitude/courteous manner, cultivates customer relationships and is capable of closing the sale.
- Develops and implements the overall marketing plan set forth by the Company.
- Responsible for brainstorming, creating and transforming ideas into marketing collateral to accelerate growth.
- Prepares/Lays-out marketing collateral (mock-up).
- Participates in NTCA's PRNet; stays current on the telecommunications industry by attending webinars and conferences.
- Work closely with Telispire and NRTC/Viasat representatives and other affiliates in offering additional services to the cooperative members and other potential subscribers in the region.
- Writes the newsletters, news releases/alerts/notices, advertising, articles, handbooks, marketing and sales letters, other documents, etc.
- Demonstrates the value of Yellow Page advertising to new and existing customers through face-to-face contacts: protects and increases existing advertising.
- Acts as liaison between the Company and others who foster community and economic growth.
- Develops budget, monthly variance reports for Marketing department detailing significant variances.
- Ability to research problems and implement solutions using information at hand.
- Strong organizational skills and very detail-oriented.
- Knowledgeable about industry terms for telecommunications products and services.
- Some travel required with overnight stay.
- Must have a valid Indiana driver's license and be able to operate motorized vehicles.

Individual will perform other special projects as assigned by the CEO/General Manager.

The above statements are intended to describe the general nature of work assigned to this job. This is not intended to be an exhaustive list of all responsibilities, duties and requirements. This job description is not an employment contract, implied or otherwise. The employment relationship remains "at-will."

Status:
Full Time/Exempt

Salary:
Commensurate with Experience

Contact:
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