

Job Title: Marketing Specialist
Department: Customer Service

Status: Non-Exempt/Union Eligible
Reports To: General Manager

CUSTOMER SERVICE EXCELLENCE: 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.

GENERAL SUMMARY:

The Marketing Specialist will play a major role in the planning, development, and execution of Eastern Slope Technology's (ESTech's) branding, marketing, and advertising initiatives. This position will be responsible for creating and implementing paid advertising strategies (digital and traditional) and have a key part in the creation of messages/creative across channels. The Specialist leads implementation, tracking, and reporting of marketing efforts to achieve business objectives and align with product and marketing goals. The successful candidate will be a seasoned marketer, proficient in graphic design, an innovator, a trendsetter, and a progressive thinker who is both creative and analytical.

SPECIFIC JOB DUTIES:

- Oversee ESTech's integrated (digital and traditional) marketing plans for ongoing messaging as well as campaign-specific efforts (strategy, cross-collaboration, implementation, reporting).
- Play a strategic role in ongoing brand management and voice development across all lines of business.
- Work directly with staff and vendors to execute communication/advertising efforts and placements through a clear understanding of marketing's goals.
- Tracks and reports on ad budgets across channels. Makes strategic recommendations.
- Develop and execute strategic social media campaigns (manages implementation, advertising placements, tracking, and reporting).
- Content creator, including graphic design, across multi-platforms to further establish and expand brand identity and presence.
- Ensure that all digital and traditional efforts are reflective of current and upcoming trends and that they align with the product line and marketing goals.
- Support ESTech's consumer insights through research and focus group efforts.
- Curate website content and updates.
- Write professional content for marketing efforts and publications.
- Participate in marketing and product strategy and planning workshops.
- Other duties as assigned.

JOB REQUIREMENTS:

- Ability to multitask while maintaining a high level of attention to detail
- Ability to communicate, both oral and written, in a professional and courteous manner
- Ability to organize and prioritize multiple work assignments
- Ability to maintain a high level of confidentiality
- Ability to make sound decisions using information at hand
- Ability to create a team environment and sustain employee morale

KNOWLEDGE, SKILLS, AND ABILITIES:

- Knowledge of telecommunications technology, products, and services
- Knowledge of company policies and procedures
- Knowledge of ESTech's products and services
- 5+ years' experience in marketing or related fields.
- Bachelor's degree in Marketing or Advertising preferred. A strong analytical aptitude with a high level of proficiency in Excel and PowerPoint for data manipulation, data reporting, and data visualization.
- Previous experience with Google Adwords, Adobe Creative Cloud with an emphasis on Illustrator and Photoshop, Hootsuite, Hubspot, Clickview, and Canva.

ESSENTIAL JOB FUNCTIONS:

- Must be able handle loads of up to 25 lbs. or more
- Must be able to stand or sit for long periods of time
- Excellent oral and written skills
- Ability to work well without close supervision
- Limited Travel required

REPORTING REQUIREMENTS:

This position reports to ESRTA Headquarters in Hugo, Colorado with close proximity to the headquarters. ESRTA offers an excellent compensation and benefits package. This announcement is generally descriptive of the duties and qualifications of the job. It is not intended to be construed as an expressed or implied contract. ESRTA is an Equal Opportunity Employer. Applicants will be considered without regard to race, creed, religion, color, or national origin. In addition, unless the reasonable demands of the position require it, applicants are considered without regard to age, physical or mental disability, marital status, or sex. Eastern Slope will consider making reasonable accommodation for applicants with physical or mental disabilities if it will allow them to perform the essential functions of the job.