

Copper Valley Telephone Cooperative

Position Title: Marketing Assistant	Department: Customer Care
Reports To: Customer Experience & Marketing Manager	FLSA Status: Hourly, Non-Exempt

General Summary:

The Marketing Assistant shall collaborate with the Customer Experience & Marketing Manager to maintain the company's brand identity internally and externally through developing, coordinating, and communicating effective marketing strategies, publicity, education, advertising, and promotional campaigns. They should have a solid understanding of design principles and marketing concepts and tactics, including both traditional and electronic platforms. They play an integral role in building and engaging Copper Valley Telecom's customer base and implementing effective strategies that will promote the company's long-term growth and reputation.

Essential Job Functions:

- Assists Customer Experience & Marketing Manager with developing, implementing, and communicating creative marketing campaigns and initiatives to reach mass or target audiences through appropriate channels.
- Be a point of internal communication with employees about campaigns, promotions, products, and services. Maintain an up-to-date list of current promotions.
- Develops marketing materials including signage, advertisements, newsletters, and more at the direction of the Customer Experience & Marketing Manager.
- Ensures brand integrity by making sure all visual and marketing directives follow company and partner standards.
- Assists Customer Experience & Marketing Manager with development of design and writing for marketing literature on newsletters, letters, posts, and other public media.
- Acts as an administrator to a company's website, by managing content while maintaining brand aesthetic and identity.
- Assists with creating content and promotions for digital marketing tools, including but not limited to: website, social media, direct email marketing, text message marketing, search engine optimization (SEO), data-driven campaigns, eCommerce, campaign design & management.
- Maintains shared file storage for marketing materials.
- Analyzes marketing and sales data to shape marketing strategies. Tracks consumer and market trends to inform campaigns.
- Assists with creating, or commissioning content necessary for marketing campaigns, pr projects, and other additional graphic design needed by the company.

- Creates visual concepts to communicate ideas that inspire, inform, and captivate consumers.
- 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:

- Knowledge of company products and services.
- Knowledge of design principals.
- Knowledge of sales and marketing techniques and strategies.
- Skill in operating various office equipment such as personal computer, postage machine, copier, shredder, various software programs, email, and telephone systems.
- Skills in oral and written communication.
- Skills in operating Microsoft applications including Word, Excel, PowerPoint, and Outlook.
- Skills in operating Adobe applications including Acrobat, Photoshop, Illustrator, InDesign, After Effects, and Premier Pro at an advanced level.
- Skills in operating WordPress, and associated plugins.
- Ability to communicate with customers, coworkers, and various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments.
- Ability to maintain a high level of attention to detail while working on numerous tasks.

Education and Experience:

High School diploma or equivalent plus 2 years marketing / graphic design 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: Must be able to lift and transport materials weighing up to 25 lbs.	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.