

## JOB DESCRIPTION- MARKETING SPECIALIST



**DEPARTMENT:** Marketing

**SUPERVISOR:** Manager, Public Relations

**FLSA STATUS:** Exempt

**CORPORATE VISION STATEMENT:** To be and become known as the best service provider in our industry. At C Spire, we are customer inspired. Every C Spire team member is charged with delivering a world class experience to every customer. Every C Spire team member is charged with living the brand.

**SUMMARY OF RESPONSIBILITIES:** The Marketing Specialist is responsible for developing and implementing successful public relations programs, projects and events that align with company strategic initiatives, positioning and brand strategy. The Marketing Specialist is tasked with a broad variety of outbound related marketing activities and operates within a deadline driven environment. Also coordinates and manages corporate events such as tradeshow, concerts, festivals, seminars and community events to ensure a world-class customer experience while working to convert activities into sales opportunities. The successful candidate must maintain the corporate style guide across all mediums including print, electronic, and online and ensure that all creative marketing materials undergo brand review and adhere to strict brand guidelines.

- Integrity
- Putting our customer at the center of everything we do
- A relentless passion to be the best
- Being competitive, bold, innovative and adding value
- An ownership mentality, behavior and accountability
- An unyielding commitment to quality
- Respect for our internal and external customers
- Continuous improvement
- Being resourceful, productive and efficient
- Maximum dedication and effort with high energy, enthusiasm and urgency

### **ESSENTIAL FUNCTIONS:**

2. Prepare and manage timelines for marketing projects and events
3. Manage, plan and execute creative marketing projects and events from concept to completion to help achieve company goals
4. Negotiation skills to work out prices with clients and contractors.
5. Organization to stay focused and organized so that events go well.
6. Problem-Solving Skills to quickly solve the issue is required.
7. Actively engaged as an employee advocate and fully committed to supporting our strategic vision to be and become known as the BEST in our industry(s) through:
8. Adhere to the Company brand platform. This includes brand protection, positioning and strategy. Adhere to the set Marketing department processes while managing key initiatives and projects.
9. Support public relations strategies, programs and projects including development and management of a public relations plan for assigned areas or projects. This includes sponsorship evaluation, event management, calendar management, and proactive communication of key company messages. Work with internal and external parties to plan and execute publicity activities and events.
10. Act as a company spokesperson and have the ability to be recorded in a quality manner (videos, b-roll, etc.). Proactively drive speaking engagements within assigned areas.
11. Focus on overall return on investment or return on objectives with all projects. This would include

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building of project plan, justification of event or sponsorship, managing/monitoring of event or sponsorship to insure quality and protection or promotion of the brand and preparation of recap presentation.

12. Support sales efforts, customer retention and customer advocacy based activities and assist in growing market share in select areas. This would be for all lines of business including consumer and enterprise wireless, C Spire Business Solutions, Home Services and Cloud Services.
13. Work with department members (including Enterprise Marketing Leader, Media Relations Manager, Sports Marketing Manager) in driving results for integrated marketing plans.
14. Perform additional duties as assigned by the Public Relations Manager.

### **EDUCATION/EXPERIENCE REQUIRED:**

Four year degree or equivalent work experience required, preferably in communications field (Marketing, PR or Advertising). Excellent communication and presentation skills are required. At least two years of formal work experience required, preferably with an agency or in the consumer technology industry. Three years of work experience preferred. Proven successful track record in managing and planning projects and/or events required. Event planning and management experience required. Project management experience, sponsorship evaluation experience and knowledge of experiential marketing tactics preferred. Strong computer skills required. Outgoing personality, high energy, highly motivated and quick learner preferred. Experience with media interviews or video recordings is preferred.

### **PHYSICAL REQUIREMENTS/WORKING CONDITIONS:**

Must be willing Must be able to sit for long periods and use computer keyboard and/or mouse while viewing computer screen. Must be able to stand for long periods of time and be able to lift boxes and assemble promotional displays, booths and pop-up tents as needed. Must thrive in fast-paced environment. Must be available for limited overnight travel and be available as needed to work nights and weekends.

**Note: This is a brief description of the Market Specialist's responsibilities and is not limited to those described herein. Management retains the right to add, delete or modify any of these responsibilities at any time during employment.**

**Rev. 4/2017.**

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