



Marketing/Sales Assistant

Department: Marketing/Sales

FLSA Status: Non-Exempt

Reports To: Marketing Manager

Job Status: Full Time

Supervises: None

POSITION SUMMARY

Assist the Marketing Manager and Account Executive in communications for the organization and customers. May produce brochures, advertisements, newsletters, or other public announcements. Create a positive company image through various public relations events by performing the following duties.

ESSENTIAL FUNCTIONS

Reasonable Accommodations Statement

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions.

Essential Duties and Responsibilities

- Coordinate and arrange interviews between company executives and press, radio, and television representatives.
- Ensure attainment of company objectives by assisting in drafting, developing & editing marketing communications strategies, promotions/ad campaigns, and materials (TV brochures, promotional flyers, inserts, company internal and external newsletters, etc.) for new and existing products.
- Assist in market research, identifying and tracking market trends in the industry.
- Research competitors' products and services to assist company in developing effective promotions for NDTC.
- Assist in coordinating and communicating product introduction and market exploitation with department personnel to ensure maximum penetration of market segment.
- Assist in coordinating advertising and sales promotions material for existing/new products and services available.
- Monitor advertising schedules.
- Track the results of Company promotions and ad campaigns.
- Assist in conducting a business customer advocate program for the Company to maintain excellent customer relations with the Company's business customers.
- Track free weekends being offered by the Premium channels to NDTC customers.
- Conduct and track customer and public opinion surveys.
- Assist in maintaining effective public relations policy aimed at enhancing company's image within the community.
- Assist management on community relations projects and activities to promote goodwill through publicity channels.
- Arrange and organize Company Public Relations events such as company tours/open houses, business appreciation lunches, trade shows, and company sponsored tailgates, etc.
- Represent the organization at community projects, public, social, and business gatherings.
- Track company incentives/promotional activities.
- Assist the sales department with the documentation regarding quotes, purchase agreements, and invoices for the customers.
- Assist sales customers with questions regarding surveillance system app when sales personnel are not available.
- Assist the Account Executive with the implementation and maintaining sales software.
- Performs all other related duties as assigned by Marketing Manager or 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.

SUPERVISORY RESPONSIBILITIES

This job has no supervisory responsibilities.

POSITION QUALIFICATIONS

The requirements listed below are representative of the knowledge, skills, and/or abilities required to perform the job successfully.

- Knowledge of marketing practices and principles, including social media marketing practices.
- Knowledge of publishing software programs.
- Knowledge of telecommunications technology with extensive knowledge of the company products/services.
- Knowledge of company competitors' products/services.
- Knowledge of industry, regulatory, and technological developments as they affect the company and its customers.
- Knowledge of company policies and procedures.
- Skill to creatively develop marketing/advertising material.
- Excellent oral and written communication skills.
- Skill in operating various office equipment such as a personal computer, copiers, fax, etc.; various software programs; and telephone systems.
- Demonstrates dependability through good attendance and adherence to timelines and schedules/policies.
- Ability to accurately interpret market trends.
- Ability to communicate with customers, co-workers, media, and various business contacts in a professional and courteous manner to maintain good internal and external customer relations.
- Ability to write informative newsletter articles, business correspondence, and reports.
- Ability to organize and prioritize multiple work assignments and work under stressful environment.
- Ability to pay close attention to detail.
- Ability to work independently but also in a team environment.
- Ability to effectively present information and respond to questions from Company employees or customers.
- Ability to identify/resolve problems in a timely manner, making sound decisions using information at hand.
- Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.
- Ability to calculate figures and amounts as applicable for the job duties.
- Ability to travel overnight for training, meetings, and conferences.

EDUCATION and/or EXPERIENCE

Associate's degree (A. A.) or equivalent from two-year college or technical school; or two years experience in sales/marketing field; or equivalent combination of both. Proficient knowledge and use of computers is required.

CERTIFICATES, LICENSES, REGISTRATIONS

Valid Driver's License and maintaining insurability under the Company's insurance plan is required

PHYSICAL DEMANDS / WORK ENVIRONMENT

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to use hands to finger, handle, or feel, talk, hear, stand, walk, sit, reach with hands and arms; lift and/or move up to 25 pounds. The employee is occasionally required to climb or balance; stoop, kneel, crouch, or crawl; and lift and/or move up to 100 pounds. Specific vision abilities required by this job include close vision, and color vision.

While performing the duties of this job, the employee is frequently exposed to outside weather conditions. The noise level in the work environment is usually moderate.

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 in this classification. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.