



Marketing Coordinator

EEO Group: Professional

Overtime Status: Exempt

Reports To: VP of Operations

Summary:

Leads and coordinates marketing and sales efforts for Gibson Connect by developing and implementing strategies to increase market share, average revenue per customer and brand awareness. Collaborates with leadership and communications/marketing team to develop and execute global and targeted marketing campaigns for Gibson Connect and Gibson EMC. Educates and coaches internal staff on methods and strategies to sell Gibson Connect and Gibson EMC products and services.

Essential Functions:

- Conducts research, identifies and analyzes competitors. Develops, implements, and monitors marketing campaigns and strategies to increase take rate (market share) and average revenue per customer. Must meet goals determined by management. Tracks results, analyzes sales data, and prepares summary reports for management.. Monitors feedback from customers to identify improvement opportunities and recommend changes to services, processes and systems.
- Collaborates with communications/marketing team to create, produce, disseminate, and update digital and print marketing assets through graphic design and video creations that support marketing campaigns.
- Collaborates with leadership to educate and train internal employees , including Gibson EMC Member Service Representatives, Gibson Connect Technical Support staff, and Gibson Connect installers in strategies and methods to sell Gibson Connect and Gibson EMC products and services.
- Educates and trains external customers on the value and benefits of Gibson Connect and Gibson EMC products and services.
- Collaborates with leadership to develop best practices for measuring and monitoring customer satisfaction with Gibson Connect and Gibson EMC products and services and recommends changes for improvement.
- Collaborates with leadership and communications/marketing team to develop and market new services for Gibson Connect and Gibson EMC that increase take-rate, revenue, and meet strategic objectives.
- Collaborates with leadership and communications/marketing team to develop and implement campaigns and strategies to achieve strategic goals of the corporation such as economic development and demand reduction.
- Completes all required paperwork (including time sheets, mileage sheets, and accident reports) properly and timely.
- Attends required safety meetings.
- Makes recommendations to direct supervisor regarding process improvement and problem resolution when independent action would exceed scope of authority.
- Complies with Gibson Connect's policies prohibiting harassment and discrimination and immediately reports possible violations to Gibson EMC VP of HR and Member Services.



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- Complies with Gibson Connect's Drug-Free Workplace policy and immediately reports possible violations to VP of Operations and VP of HR and Member Services.
- Complies with all policies, safety rules and procedures; and immediately reports possible violations to VP of Operations and Gibson EMC VP of HR and Member Services
- Assists with annual meeting and member appreciation events as needed.
- Responds timely, courteously and professionally to regularly occurring requests for information.
- Completes special projects as needed.
- Prepares budget and monitors progress and expenditures against plan and budget.
- Participates in training to stay abreast of developments within area of responsibility and best practices.
- Performs other duties as required.

Education Degrees, Certificates, Licenses, and/or Training:

Required:

- Bachelor's degree in marketing or related field
- Courses or training in: marketing, leadership, software used by position, and sales
- Valid Tennessee or Kentucky Driver License
- Valid CPR/First-Aid Certificate (or ability to obtain)

Experience, Knowledge, Skills and Abilities:

Required:

- Proven success and significant work experience as a marketing coordinator or similar role.
- Strong working knowledge of traditional and digital marketing tools
- Ability to develop marketing campaigns and strategies to meet the goals of the corporation
- Ability to educate, train and motivate non-direct reports on marketing and sales strategies
- Ability to effectively and professionally communicate with member-owners, customers, other employees, and the public in person and by telephone including use of social media platforms
- Ability to promote and sell products/services
- Ability to embrace, learn and effectively utilize new marketing/communication channels
- Ability to prepare presentation materials and professionally present information
- Ability to maintain excellent relations with all customers (internal and external)
- Ability to maintain professionalism and effectively perform in stressful situations
- Ability to effectively and professionally perform multiple tasks simultaneously
- Ability to maintain strict confidentiality of highly sensitive information
- Ability to work on a one-to-one basis and with groups
- Ability to effectively plan, prioritize, organize, and meet deadlines under pressure
- Ability to read and comprehend at a high level
- Ability to exercise independent judgment within the parameters of Gibson Connect policy/procedures and effectively resolve non-routine problems



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- Knowledge of and ability to effectively use software programs and equipment used by position
- Knowledge of Gibson Connect policies, procedures and services

Preferred:

- Five or more years of competitive marketing and sales experience
- Two or more years of competitive marketing and sales experience in broadband industry
- Strong digital and graphic design, photography, and videography skills
- Knowledge of web design
- Ability to provide analytics analysis and reports related to Gibson Connect websites, apps, and social media platforms
- Ability to efficiently create professional, accurate, attractive, engaging and effective print and digital communications materials/platforms

Physical Requirements (must be able to):

Visual acuity, manual dexterity, hearing, standing, walking, sitting, stooping, bending, squatting, lifting and carrying up to 30 pounds, twisting, balancing, kneeling, crouching and climbing.

Equipment Requirements (must be able to effectively use):

Personal computer; iPad; printer; copy machine; calculator, vehicle and telephone.

Software Requirements (must be able to effectively use):

Microsoft Office Suite of Products, Publisher or equivalent, Adobe Creative Suite or equivalent, Calix marketing suite or equivalent

Working Conditions (must be able to):

- Minimum of eight hours per day, five days a week
- Irregular working hours including nights and weekends as needed
- Position must respond immediately to 24-hour call-out and work overtime as needed, including weekends, nights, and holidays
- Mostly inside work
- Drive throughout Tennessee and West Kentucky
- Travel as needed outside Gibson Connect's service area (including some overnight stays)

Important: This position description is not intended to be all-inclusive; other duties may be required as assigned. Gibson Connect reserves the right to revise this position description as needed. This position description does not constitute a written or implied contract of employment.

Effective: 02-22-23

Revised: