

Position Title:	Director of Marketing	Department: Marketing
Reports To:	VP of Marketing, Sales & CS	FLSA Status: Exempt

General Summary:

Director of Marketing drafts, develops, and executes marketing plans and strategies across multiple product lines and market segments for five companies. Defines service plans for market segments. Conducts continuing appraisal of selling prices and market penetration. Maintains company's competitive position. Develops and protects the company's brand image. Maintains an up-to-date and detailed understanding of product costs and profitability and provides product cost information to management and sales personnel.

Essential Job Functions:

Brand Development

- Leads the development and implementation of a communications platform to promote the company, build its image among businesses and consumers, and increase the overall awareness and positive perception of the company and its services.
- Oversees and ensures adherence to standards for all advertising and collateral, including key messages, logo presentation, typeset, layout and color scheme to insure consistency and support of the overall image.

Marketing of Products and Services

- Ensures attainment of company marketing objectives and competitive position by developing marketing plans and strategies for new and existing services and products. Oversees implementation of strategies.
- Prepares the annual marketing budget. Monitors and ensures adherence to budgeted amounts and reports to senior management on the causes of budget variances.
- Directs market research programs and prepares marketing forecasts and plans by market segment.
- Establishes measurements and continually monitor the successfulness of marketing campaigns and ensures ROI for the marketing investment. Oversees regular reporting to senior management
- Monitors sales volume, market penetration and profits of the company's major profit lines. Recommends strategies to accelerate growth.
- Oversees the management of marketing personnel by the marketing manager.

Public Relations

- Directs a proactive public relations strategy that puts positive news about the company and its services in front of customers and prospects.
- Ensures prompt and positive response to negative news stories.
- Oversees all large-scale communications with customers including broadcast mailings, bill inserts, and bill messages.

*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:

- Able to identify and analyze costs and revenues present a clear, concise analysis of product profitability.
- Optimistic, seeks transformative solutions, innovative, reliable, persistent, passionate.
- Knowledge of telecommunications technology, products and services.
- Knowledge of company policies and procedures.
- Knowledge of company products and services.
- Knowledge of management principles and practices.
- Knowledge of marketing practices and principles.
- Skill in operating various office equipment such as personal computer, various software programs, and telephone systems.
- Skill in financial analysis. Able to identify and analyze costs and revenues present a clear, concise analysis of product profitability.
- Skill in identifying and resolving subscriber problems.
- Skill in oral and written communication.
- Ability to accurately interpret market trends.
- Ability to communicate with customers, employees, and various business contacts in a professional and courteous manner.
- Ability to organize and prioritize multiple work assignments.
- Ability to pay close attention to detail.
- Ability to make sound decisions using information at hand.
- Ability to create a team environment and sustain employee morale.

Education and Experience:

Bachelor's degree in marketing or related field, or equivalent experience plus ten years of experience in marketing, at least 7 of which should be in a management role.

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:	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.

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