

Position Title: Marketing and Events Coordinator

Department: Marketing

Reports To: Director of Marketing & Community Engagement

FLSA Status: Non-Exempt

General Summary:

The Marketing & Events Coordinator plays a vital role in presenting the Company brand to the communities it serves through events, sponsorships, and community involvement. In addition, this position performs a variety of marketing support functions including the development and production of collateral and other marketing materials, and social media marketing and engagement. The coordinator works hand-in-glove with the sales team to ensure smooth exchange of information and adequate event staffing.

Essential Job Duties:

- Assists in the planning and coordination of special events, regional sponsorships, tradeshows/conferences, donations, and promotions.
- Assists in the coordination and planning of online events, including on Facebook Live, webinars and other digital media.
- Represents the company at events and other public functions.
- Works with the public and community leaders face-to-face, on the phone, and by email daily.
- Assists with the development and implementation of the department's marketing initiatives, including internal and external campaigns of varying complexity.
- Creates and distributes customer-facing and internal marketing collateral, support documents, displays, sales support collateral, etc.
- Provides onsite execution support for events and other marketing programs.
- Oversees inventory management of promotional items, giveaways, and apparel.
- Assists with prospect and customer database management and maintenance.
- Maintains strong relationships with community leaders and organizations in the company's target markets.
- Coordinates with the sales team to ensure event coverage and prompt action on qualified leads.
- Utilizes and maximizes social media marketing opportunities, especially those related to events.
- Periodic travel between various corporate locations and promotional events.
- Completes special projects as assigned by leadership*

*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:

- Energetic, people person with an outgoing personality. Comfortable in large group and public settings
- Excellent organizational skills
- Great face-to-face, telephone and written communication skills are essential
- Understanding of the role of events and sponsorships in marketing campaigns
- Experience organizing and putting on events, tradeshows and other events
- Relevant experience determining a target audience and how to cater unique marketing campaigns to capture their attention
- Strong understanding of marketing strategy and how to utilize these concepts throughout various forms of outreach

- Strong attention to detail
- Strong computer skills using Microsoft Office and Adobe Suites
- General knowledge of Search Engine Optimization for web content
- Ability to work unpredictable hours, including some evenings and weekends
- Ability to travel in-state on a regular basis and out-of-state on an as-needed basis. Must have a valid driver's license
- Familiarity with online content marketing and social media strategies

Education and Experience:

Associate's Degree or equivalent experience in Marketing, Communications, or related field.

1+ years in marketing and promotion

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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