

TRI-COUNTY ELECTRIC MEMBERSHIP CORPORATION
POSITION SPECIFICATIONS/DESCRIPTION

POSITION: Marketing & Content Coordinator
REPORTS TO: Tri-CoGo COO
DEPARTMENT: Tri-CoGo
DIRECTS: None
EFFECTIVE: June 2025
EXEMPT STATUS: Non-Exempt

PURPOSE OF POSITION: Promote the sales and delivery of fiber-to-the-home broadband internet service to the community, acting as a brand ambassador, responsible corporate citizen, and representative of the organization at all times to the communities served by Tri-County Service Center, Inc. dba as Tri-CoGo.

MINIMUM JOB SPECIFICATIONS:

Required:

- A. High school diploma or equivalent experience required
- B. Strong written and oral communication skills
- C. An undergraduate degree or commensurate experience in marketing or advertising
- D. The ability to work without direct supervision to complete projects and drive customer acquisition
- E. Must have a valid Georgia driver's license

Preferred:

- A. A Bachelor's degree in Marketing, Communications, Business, or a related field
- B. 5+ years of progressive experience in marketing, preferably in telecom, broadband, or other competitive subscription-based services
- C. Proven success in driving customer acquisition and revenue growth
- D. A strong understanding of digital marketing platforms, SEO, direct mail, and print advertising
- E. Exceptional communication, leadership, and project management skills
- F. Experience using marketing analytics tools (Google Analytics) and marketing automation (HubSpot)

PHYSICAL DEMANDS: *Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

- A. Walking, standing, sitting at computer terminal, lifting maximum of 30 pounds unassisted, operating electrical and electronic equipment

WORKING CONDITIONS:

- A. 90% in office
- B. 10% outside – traveling within territory
- C. Outside in all weather conditions and terrains Operation of electronic equipment and vehicles
- D. Exposure to hazardous conditions, such as electrical and line apparatus, stray voltage, dogs, insects, reptiles, and toxic vegetation

WORKING RELATIONSHIPS:

Internal: Two-way communication with immediate supervisor to receive direction; to provide work-related information; with supervisor to receive training and guidance; with other departments to secure support information and forward necessary correspondence and records.

External: Provides required information to external contractors, as required. Effectively interacts with customers to promote and explain policies, rates, procedures and programs for Tri-CoGo. Demonstrates an awareness that the job exists to effectively serve each and every customer, and at every opportunity to achieve increased customer and public understanding for the support of the Corporation.

TRI-COUNTY ELECTRIC MEMBERSHIP CORPORATION

KEY RESPONSIBILITIES/PERFORMANCE STANDARDS DESCRIPTION

Marketing & Content Coordinator

NOTE: The following are major responsibilities of this position. They are not intended to cover each aspect of the position as the scope and duties of a given position may change or be temporarily altered based on the business needs of Tri-CoGo. The basic requirement of every position is to perform all tasks as assigned by leadership.

- A. Develop and implement a comprehensive marketing and advertising strategy aligned with company growth and revenue goals.
- B. Craft and tell the company's unique story to build brand loyalty and community trust while identifying opportunities for brand differentiation in a competitive ISP market, maintaining a consistent brand voice and visual identity.
- C. Manage the marketing budget, ensuring efficient allocation of resources.
- D. Monitor campaign performance, optimize efforts based on analytics, and adjust tactics to improve conversion and ROI. Collaborate with the management team to understand customer needs, routinely analyzing ongoing market conditions, competitor activities, and other intelligence to adjust marketing plans as necessary.
- E. Source, negotiate with, and oversee external vendors, creatives, and agencies as needed.
- F. Manage website content, SEO strategy, marketing automation, and digital content performance. Ensure functionality of customer signup pages, billing system portal interfaces, required regulatory documents, and promotional and support information.
- G. Develop initiatives to increase customer lifetime value and reduce churn.
- H. Provide copywriting necessary for all areas of corporate marketing and communications.
- I. Assist sales efforts by providing event planning, presentations, public relations support, and employee training.
- J. Plan and implement participation in corporate or community events to increase brand awareness and direct sales.
- K. Communicate with customers as needed through social media, email, digital newsletters, or other channels.
- L. Maintain relationships with elected officials and key community organizations such as chambers of commerce, school boards, and development authorities.
- M. Act as media relations liaison for the organization.
- N. Maintain professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies. Overnight stays will be required. Perform all other duties as may be assigned by Chief Operating Officer or designee.