

Tri-County Electric Membership Corporation

Gray, GA

POSITION DESCRIPTION

I. POSITION IDENTIFICATION

A. **Position Title: Fiber Marketing Coordinator**

C. Date: November 27, 2022

II. OBJECTIVES

A. Objectives Common to All Employees

1. 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.
2. Safety - Responsible for the knowledge of and abiding by the Board of Directors approved Georgia EMC Safety Operations Manual.

B. Objectives Unique to This Position

1. Plan and implement the promotion of fiber-to-the-home internet service

III. AUTHORITIES, ACCOUNTABILITIES, AND REQUIREMENTS

A. Reports to: Tri-CoGo Chief Operating Officer

B. Supervision: None

C. Accountability

Accountable to supervisor for the proper and complete performance of job duties.

IV. FUNCTIONS

- A. Plan, develop, and implement promotional campaigns using all available channels to build brand awareness and provide marketing and advertising for fiber-to-the-home internet service provider.

- B. Individually, collaboratively, or through contracted vendors, produce advertising materials, including social media, digital advertising, print, video, and radio advertising and marketing collateral.
- C. Work with sales and network operation team to understand customer needs, routinely analyzing ongoing market conditions, competitor activities, and other intelligence to adjust marketing plans as necessary.
- D. Provide copywriting necessary for all areas of corporate marketing and communications.
- E. Create, modify, and maintain customer education and product support materials to be left in the home or business following service installation.
- F. Maintain corporate website, working closely with IT staff, to ensure functionality of customer signup landing pages, billing system portal interfaces, required regulatory documents, and promotional and support information.
- G. Assist sales efforts by providing event planning, presentations, public relations support, and employee training.
- H. Plan and implement participation in corporate or community events in an effort to increase brand awareness and direct sales.
- I. Work with management team to identify and implement new products.
- J. Monitor, review, and routinely report on the success of marketing activities, including but not limited to marketing product return on investment (ROI) and take rates of internet, phone, or add on products.
- K. Call on customers as needed or directed.
- 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; participating in professional societies. Overnight stays will be required.
- O. Perform all other duties as may be assigned by the COO or designee.

Tri-County Electric Membership Corporation

Gray, GA

POSITION SPECIFICATION

I. POSITION IDENTIFICATION

- A. Position Title: Fiber Marketing Coordinator
- C. Date Revised: December 29, 2022

II. MINIMUM QUALIFICATIONS

- A. High school diploma or equivalent experience required.
- B. At least four years of experience providing marketing or advertising functions and content.
- C. Strong written and oral communication skills.
- D. Ability to work in a fast-paced environment while managing multiple projects and deadlines with minimal supervision.
- E. Must have a valid Georgia driver's license.

III. PREFERRED QUALIFICATIONS

- A. A Bachelor's degree in marketing or communication or a related field.
- B. Experience in an internet service provider, telecommunications or utility setting, in a marketing, advertising, or communications role(s).
- C. Experience in providing or acquiring photography and videography for marketing and advertising collateral.
- D. Four or more years of experience with the Adobe Creative Suite, designing graphic, vector, video, or audio creative products.
- E. Significant experience providing content for and maintenance of a corporate website, including SEO optimization.

- F. Significant experience in creating content for and providing management of corporate social media channels, including but not limited to Facebook, Instagram, YouTube, and Twitter.
- G. Experience in negotiating and purchasing advertising space across multiple channels.

IV. COMMUNICATION REQUIREMENTS.

V. EXEMPT STATUS

This position is not subject to overtime pay according to the Fair Labor Standards Act. Overtime may be required.

VI. POSITION LEVEL

VIII. WORKING CONDITIONS

- A. 80% in Office
20% Outside - Traveling within Territory
- A. Physical Requirements (Approximate)
 - 10% Walking
 - 10% Standing
 - 70% Sitting - Computer Terminal
 - 5% Lifting (Maximum 40 pounds, unassisted)
 - 5% Pulling and Pushing
- C. Operation of Vehicles and Electronic Equipment.
- D. Exposure to Hazardous Conditions
 - Electrical equipment
 - Dogs, insects, and reptiles
 - Toxic vegetation