

COMMUNICATIONS SALES & MARKETING ANALYST

PURPOSE AND NATURE OF WORK

Positions are responsible for customer awareness / communications; promotions and presentations, including graphic design and social media presence; market surveys; and the statistical analysis of marketing data, and activities to initiate changes in service and image of the Communications Department accordingly; researches demand for services, contacts potential customers, and performs contract negotiation with commercial customers. Positions work with considerable independence, initiative, and leadership, report to the Communications Support Services Administrator or the Department Director, have no supervisory responsibilities, but may provide general guidance to Public Information Specialist

ILLUSTRATIVE EXAMPLES OF WORK (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Marketing tasks include employing graphic design and written communication to produce a wide array of marketing materials and informing customers of services available, presenting and promoting the products, measuring effectiveness of sales and customer service activities, and initiating changes to improve them. Creates and edits web pages, social media platforms, digital displays, and the like. Position ensures customers' image and experience with the Communications Department are positive. Queries data to monitor market share and Communications Department performance. Keeps abreast of industry and demographics in the service area and trends in demand for services and initiates customer contacts and informatory presentations.

Sales work involves independent research and identification of markets, as well as using the results of statistical and trends analyses done by Marketing, for sales of communications services via fiber to the home, including identifying and initiating contact with potential wholesale and retail customers, as well as participating in agreement and contract negotiations. Keeps aware of competitors' services and rates and may provide comparisons as needed. Oversees contracted sales representatives, administers their incentives and commissions, and performs necessary sales training.

Assists regulator and rate analysis staff, may provide input regarding proposals of new or changed regulations and assist in reporting to Federal Communications Commission and Louisiana Public Service Commission. Also participates in the creation and writing of communications documents for a variety of proposals and purposes. Performs related work as required.

NECESSARY KNOWLEDGE, ABILITIES AND SKILLS

Thorough knowledge of availability of and market for, communications services including telephone, television and internet.

Thorough knowledge of services and pricing alternatives available to wholesale and retail customers by subscribers to LUS communications system.

Thorough knowledge of the development, implementation, and analysis of effective marketing and sales strategies and programs, including the ability to produce effective marketing materials.

Knowledge of technical writing.

Knowledge of hardware and infrastructure required to deliver communications services to the customer.

Knowledge of state, federal and local laws governing communications business, contracts, pricing and related.

Ability to form and maintain effective working relationships with other Communications personnel, customers, elected officials and general public.

Ability to communicate clearly, verbally or in writing.

DESIRABLE EDUCATION AND EXPERIENCE

Degree in Marketing, Advertising, or related business field, supplemented by work experience in graphic design, marketing strategies, and analysis, particularly related to communications services available and the markets for them.