

COMMUNICATIONS SALES & MARKETING ANALYST II

PURPOSE AND NATURE OF WORK

Position is responsible for developing a range of strategic options and in concert with the manager, the execution thereof as it pertains to driving customer awareness and acquisition; the creation and design of sales and marketing materials as well as product descriptions and training documents for employees – particularly the sales teams and customer service representatives. Is also responsible for the regular updates to the website both front end and back end, creation and updates of the company's social media sites as directed by manager, promotional items for internal and external use, and ensure all brand standards are adhered to both internally and externally. Is responsible for select vendor management and interaction, working to define scopes of work and associated contracts and participate and identify vendor partners. Position is responsible for understanding the regions competitive landscape and for creating options for competitive positioning of Company's product and services and brand. Positions in this class builds on the responsibilities of the Analyst I role by driving strategy, creation of marketing and sales materials, vendor selection and management, and platform management including website and social media sites. Will work under the direction of the Communications Sales and Marketing Manager.

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.)

The Communications Sales and Marketing Analyst II may be required to perform all duties of the Communications Sales and Marketing Analyst I plus:

Leads development and execution of strategic marketing and customer acquisition campaigns. Designs and produces marketing and sales material, internal training documents, and product descriptions for a variety of audiences. Oversees update to the website (both front and back-end), ensuring alignment with branding, promotions, and service availability. Create and manages promotional items for internal and external audiences, working to support brand awareness and loyalty. Manage vendor relationships, defining scopes of work, negotiations contracts, and identifying strategic partners.

Inventories and oversees marketing assets in the field, ensuring adherence to brand guidelines and uniform presentation across locations. Develops and implements the department-wide marketing calendar to track events and timelines of campaign or product launches. Provides advanced competitive analysis to inform product positioning and market strategies. Identifies and evaluates new opportunities for customer engagement (e.g., emerging social platforms, local sponsorships, community activations). Frequently represents the organization at community and internal events to promote services, initiatives, and partnerships.

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.

Demonstrated knowledge of marketing data bases, design tools and platforms, web-based applications.

Demonstrated knowledge of competitive planning and analysis, strategic marketing campaigns and vendor management.

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

DESIRABLE EDUCATION AND EXPERIENCE

Degree in Marketing, Advertising, or related business field, supplemented by work experience in graphic design, degree in Marketing, Advertising, or related business field, supplemented by work experience in graphic design, marketing strategies, public relations, and analysis.