Marketing Coordinator
Job Description

Exempt: No
Department: Marketing Coordinator
Reports To: Manager, Marketing and Public Relations
Location: General Office
Date Prepared: February 01, 2011
Date Revised: June 28, 2012

GENERAL DESCRIPTION OF POSITION
Assist with the development of marketing programs for video, data and voice products of the Cable TV system operated by Conway Corporation; and coordinate public relations and communications for the corporation, according to the standards and requirements set out by Conway Corporation.

ESSENTIAL DUTIES AND RESPONSIBILITIES
1. Assist with production of annual marketing strategy and related budget recommendations. This duty is performed annually.

2. Maintain current information on competitors and other regional service providers, coordinate customer satisfaction survey, conduct other research as assigned. This duty is performed monthly.

3. Develop and maintain cable television network relationships to insure cable television system is taking advantage of all available launch monies, marketing campaigns, etc. This duty is performed monthly.

4. Manage production for printing projects (brochures, forms, channel guides, etc.) as required for all departments tagging of tapes, in-house printing, etc. This duty is performed weekly.

5. Manage logistics for special events including acquisition of materials, staffing booths, follow-up on advertising obligations, etc. This duty is performed irregularly.

6. Regularly review web site content and update as needed. This duty is performed weekly.

7. Develop / implement promotions for customer service specialists and installers to increase subscriber penetration. This duty is performed weekly.

8. Assist in development of various advertising pieces and campaigns. This duty is performed weekly.

9. Occasional copy editing, copy writing, inventory management and any or all other tasks assigned. This duty is performed monthly.

10. Maintain and expand corporation photo archives. This duty is performed monthly.

11. Perform any other related duties as required or assigned.
QUALIFICATIONS
To perform this job successfully, an individual must be able to perform each essential duty mentioned satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

EDUCATION AND EXPERIENCE
Broad knowledge of such fields as advanced accounting, marketing, business administration, finance, etc. Equivalent to four years of college, plus 19 to 23 months related experience and/or training. Or equivalent combination of education and experience.

COMMUNICATION SKILLS
Ability to write speeches and articles for publication that conform to prescribed style and format; Ability to effectively present information to top management, public groups, and/or boards of directors.

MATHEMATICAL SKILLS
Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, percentages, area, circumference, and volume. Ability to apply concepts such as fractions, ratios, and proportions to practical situations.

CRITICAL THINKING SKILLS
Ability to utilize common sense understanding in order to carry out written, oral or diagrammed instructions. Ability to deal with problems involving several known variables in situations of a routine nature.

REQUIRED CERTIFICATES, LICENSES, REGISTRATIONS
Must have a valid Arkansas Driver’s License and be approved by Corporation’s insurance provider for insurance coverage.

PREFERRED CERTIFICATES, LICENSES, REGISTRATIONS
Not indicated.

SOFTWARE SKILLS REQUIRED
Mastery: Word Processing/Typing
Advanced: Presentation/PowerPoint
Intermediate: Other, Spreadsheet
Basic: 10-Key, Accounting, Contact Management, Database

INITIATIVE AND INGENUITY
SUPERVISION RECEIVED
Under general supervision where standard practice enables the employee to proceed alone on routine work, referring all questionable cases to supervisor.

PLANNING
Considerable responsibility with regard to general assignments in planning time, method, manner, and/or sequence of performance of own work, in addition, the work operations of a group of employees, all performing basically the same type of work.

DECISION MAKING
Performs work operations which permit frequent opportunity for decision-making of minor
importance and which would not only affect the operating efficiency of the individual involved, but would also affect the work operations of other employees and/or clientele to a slight degree.

MENTAL DEMAND
Moderate mental demand. Operations requiring almost continuous attention, but work is sufficiently repetitive that a habit cycle is formed; operations requiring intermittent directed thinking to determine or select materials, equipment or operations where variable sequences may be selected by the employee.

ANALYTICAL ABILITY / PROBLEM SOLVING
Moderately structured. Fairly broad activities using moderately structured procedures with only generally guided supervision. Interpolation of learned things in somewhat varied situations.

SUPERVISORY RESPONSIBILITIES
No supervision.

RESPONSIBILITY FOR FUNDS, PROPERTY and EQUIPMENT
No responsibility for this factor.

ACCURACY
Probable errors of internal and external scope would have a moderate effect on the operational efficiency of the organizational component concerned. Errors might possibly go undetected for a considerable period of time, thereby creating an inaccurate picture of an existing situation. Could cause further errors, losses, or embarrassment to the organization. The possibility for error is always present due to requirements of the job.

ACCOUNTABILITY

FREEDOM TO ACT
Directed. Freedom to complete duties as defined by wide-ranging policies and precedents with mid to upper-level managerial oversight.

ANNUAL MONETARY IMPACT
None. Job does not create any dollar monetary impact for the organization.

IMPACT ON END RESULTS
Moderate impact. Job has a definite impact on the organization's end results. Participates with others in taking action for a department and/or total organization.

PUBLIC CONTACT
Regular contacts with patrons, either within the office or in the field. May also involve occasional self-initiated contacts to patrons. Lack of tact and judgment may result in a limited type of problem for the organization.

EMPLOYEE CONTACT
Contacts of considerable importance within the department or office, such as those required in coordination of effort, or frequent contacts with other departments or offices, generally in normal course of performing duties. Requires tact in discussing problems and presenting data and making recommendations, but responsibility for action and decision reverts to others.

USE OF MACHINES, EQUIPMENT AND/OR COMPUTERS
Occasional use of highly complex machines and equipment; specialized or advanced software programs.

**WORKING CONDITIONS**
Normal working conditions as found within an office setting, wherein there is controlled temperature and a low noise level, plus a minimum of distractions.

**ENVIRONMENTAL CONDITIONS**
The following work environment characteristics described here are representative of those an employee encounters while performing essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the functions of this job, the employee is occasionally exposed to outdoor weather conditions. The noise level in the work environment is usually moderate.

**PHYSICAL ACTIVITIES**
The following physical activities described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions and expectations.

While performing the functions of this job, the employee is continuously required to talk or hear; regularly required to stand, walk, sit, use hands to finger, handle, or feel, reach with hands and arms; and occasionally required to climb or balance, stoop, kneel, crouch, or crawl, taste or smell. The employee must occasionally lift and/or move up to 50 pounds; regularly lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision; color vision; depth perception; and ability to adjust focus.

**ADDITIONAL INFORMATION**
Previous marketing communication experience desirable.

**TECHNICAL SKILLS AND ABILITIES**
Must be versed in the use of Microsoft Word, Excel and PowerPoint. Must have strong writing and communications skills. Some experience with Adobe Creative Suite and basic photographic skills desired.

Creative abilities required to develop various marketing projects and communication pieces.

**OTHER SKILLS AND ABILITIES**
Good organization skills and the ability to work effectively and complete projects with minimal supervision.

Ability to use effectively and efficiently PC computer, peripheral equipment, and associated software, etc.

Must be able to work effectively during periods of time constraints.
Must be able to work non-scheduled hours when directed.

Must be comfortable working in teamwork environments.