



Red River Communications
510 Broadway
Abercrombie, ND 58001
<https://redrivercomm.com>
701-553-8309

Job Title: Marketing Specialist
Reports To: General Manager / CEO
Location: Abercrombie, ND
FLSA Status: Full-Time, Non-Exempt

To Apply: Send your resume to jobs@rrt.net by July 2nd, 2021 to be considered.

Red River Communications offers an excellent benefits package that includes health and dental insurance, flexible or health savings contributions, life insurance, long term disability, vacation and sick time as well as contributes towards a Pension and 401(k) Savings plan on behalf of the employee, upon meeting eligibility requirements. In addition, Red River offers a discount on phone and internet services as well as leave time for various occasions.

Job Summary

The primary responsibilities of the Marketing Specialist will be to create and execute marketing campaigns, promotions, marketing material, and create package and pricing structures for Red River Communications products and services which include phone, internet and television services. The Marketing Specialist will drive the strategy for marketing campaigns, promotions and events, and be responsible for facilitating advertisements, news releases and materials for local media. Creates content and prepares subscriber newsletters, bill messages, bill stuffers, annual reports, surveys and service promotions. Maintains the image, freshness, and appeal of Red River Communications' brand through website and social media management focused on customer experience to drive sales of products and services. Creates positive company image through various public relations to including, assisting with community events and customer appreciation events.

Essential Job Functions (May include but are not limited to the following. Other duties may be assigned.)

- Actively encourages teamwork, open communication, and cooperative interaction by promoting a positive work environment that reflects the company's vision and values.
- Ensures attainment of company objectives by creating, developing and disbursement of package and pricing structures and coordinating marketing materials for new and existing products.
- Leverages network and customer experience data to develop targeted upsell and new customer acquisition campaigns.
- Creates, writes, proofreads, and edits creative and technical content across different mediums to include writing, graphic design and video production for a wide array of audiences and mediums while promoting RRC products and services.
- Facilitates subscriber newsletters, bill messages, bill stuffers, annual reports, welcome letters, direct mail advertisements, information notices, and other company literature.
- Coordinates with consultants, printers and other suppliers to execute marketing programs.
- Develops and follows a proofing system to ensure accuracy of marketing materials.
- Ensures Red River Communications' brand guidelines and company image are met in all marketing materials and campaigns.
- Develops, implements, and tracks marketing programs such as email, social media, or digital campaigns, and events.
- Collaborates with other teams and individuals to develop and monitor strategic marketing initiatives.
- Analyzes and reports on the performance and efficiency of campaigns.
- Conducts market research and analyzes trends to identify new marketing opportunities.
- Oversees multiple marketing projects at one time, communicates goals and objectives with Marketing Team and meets project deadlines.
- Clearly communicates current and future marketing campaigns and goals to management.
- Manages RRC's social media and website from the perspective of its appeal, freshness, content, and company image.



Must be able to read computer screen and various reports.				X				
Hearing: Must be able to hear well enough to communicate with employees and business contacts.				X				
Standing/Walking:	X							
Climbing/Stooping/Kneeling:	X							
Lifting/Pulling/Pushing - Weight	X				X			
Sitting:				X				
Fingering/Grasping/Feeling: Must be able to write, type and use the phone.				X				

Physical Demands

The physical demands 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.

- While performing the duties of the job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.
- The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 24 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Work Environment

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

- The noise level in the work environment is usually moderate.
- Good working conditions with the absence of disagreeable conditions.

Work Schedule

Defined by a Supervisor or Management

Other Requirements

- Proof U.S. Work Eligibility
- On-going training when deemed by Management
- Valid Driver’s License

Note

The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.