



Position Title: Marketing Representative

FLSA: Non-Exempt

Reports to: Chief Marketing Officer (CMO)

Direct Reports: No

General Summary

Assists with developing and executing marketing plans and strategies. Researches and analyzes the market to determine appropriate strategies. Promotes NCC services and products through various mediums. Assists with idea generation, and aides in the production and distribution of internal and external publications. Assists with community relations including representation at community events and community organizations.

Essential Job Functions

- Assist in the creation and implementation of marketing plans to promote products and services, increase brand awareness, and drive customer engagement in accordance with company strategy.
- Plan and execute marketing campaigns across various channels, such as digital, social media, email, and traditional advertising.
- Analyze market trends, competitor activities, and customer preferences to identify opportunities for growth and differentiation.
- Develop marketing collateral, including brochures, flyers, presentations, and advertisements, that effectively communicate key messages to target audiences.
- Maintain and grow social media accounts by creating engaging content, responding to comments and messages, and monitoring social media performance.
- Organize and oversee marketing events, trade shows, product launches, and promotional activities to generate leads and increase brand visibility.
- Track and analyze key performance indicators (KPIs) to evaluate the effectiveness of marketing campaigns and make data-driven decisions for optimization.
- Work closely with other departments to align marketing efforts with overall business goals and objectives.
- Keep abreast of industry developments, emerging technologies, and best practices in marketing to continuously improve strategies and tactics.
- Required to stay active in internal and external company functions, which may require varying hours, including evenings and weekends.
- Performs all other related duties as assigned by management.*



Knowledge, Skills and Abilities:

- Knowledge of telecommunications technology, products and services.
- Understanding of marketing principles and strategies.
- Knowledge of digital marketing channels, tactics and trends.
- Familiarity with market research and analysis techniques.
- Awareness of branding and positioning concepts.
- Knowledge of marketing automation tools and software.
- Awareness of current industry trends and best practices.
- Knowledge of data analysis and reporting for marketing performance evaluation.
- Skill in operating various office equipment.
- Excellent communication skills, both written and verbal.
- Strong interpersonal skills for collaboration and building relationships with internal teams and external partners.
- Creative thinking and problem-solving abilities.
- Organizational and time management skills for managing multiple projects and deadlines.
- Analytical skills for interpreting data and making informed decisions.
- Attention to detail in creating marketing materials and campaigns.
- Skill in graphic design and photography.
- Ability to develop and execute marketing strategies to achieve business goals.
- Ability to analyze market trends and consumer behavior to identify opportunities.
- Ability to create compelling marketing content and messaging.
- Ability to track and measure marketing performance using data and metrics.
- Ability to work independently and as part of a team.
- Ability to think creatively and innovatively to drive marketing initiatives.

Education and Experience

Bachelor's degree in marketing or related field, or equivalent experience plus one to two years of marketing experience.

Physical Requirements

Must be able to remain in a stationary position much of the workday and occasionally move about office setting to access office equipment. Positioning self to maintain files, the ability to move items across the office, the ability to observe details at close range and communicate



information with others are necessary to the position. Must be able to move about outside of the office setting and some exposure to outside elements.

Working Conditions

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

*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.