



Job Description

Where do you want to go? Pivot is a customer engagement agency that comes alongside our clients to help them comprehend their markets through our research division, connect with their audience through our marketing and creative services agency, and convert leads into opportunities through our training division. We are a group of dreamers and hard workers who love telling our clients' stories. We also love ice cream, because ice cream.

Job Title: Marketing Consultant (Telecommunications Industry Focus)

ESSENTIAL DUTIES AND RESPONSIBILITIES (OTHER DUTIES AS ASSIGNED):

- 1. The Marketing Consultant is responsible for providing excellent account management and marketing support to multiple client accounts in the telecommunications and utility sector, particularly broadband.**
- 2. "Owns" Pivot's relationship and serves as the primary point of contact with their clients.**
- 3. Understands client situation and takes on client's challenges and opportunities as their own.**
- 4. Develops and implements marketing strategies to meet client's marketing objectives.**
- 5. Must have broadband/telecom industry marketing experience.**

Job Duties/Competencies:

- Takes leadership role in providing a positive experience for Pivot clients.
- Able to manage large, multi-faceted client projects with minimal guidance.
- Understands client situation and takes on client's challenges and opportunities as their own.
- Identifies, develops, and evaluates marketing strategy based on knowledge of client objectives, market characteristics, and other situational factors.
- Develops and implements product launch and/or marketing campaigns, including strategy, creative brief, budget, media schedule, and ROI calculations.
- Provides advice to improve clients' marketing efforts. May include recommendations on pricing, tactics, channels, messaging, design, and/or other marketing topics.
- Manages/delegates tasks effectively, overseeing other members of the account team and project management, including use of Asana or other tools.
- Works with the Pivot team to get client projects produced on-time and of high quality with final responsibility for client approval and satisfaction.
- Experience managing digital marketing programs, including but not limited to email, social media advertising, and SEM.
- Develops ad copy autonomously or in collaboration with the Pivot team.
- Brainstorms marketing ideas and new campaign concepts autonomously and/or in collaboration with the Pivot team.
- May be asked to serve as Pivot's subject matter expert in a certain area (CPNI, specific product or marketing tool, etc.).
- Takes initiative to educate and recommend other Pivot services that would be beneficial to clients.
- Stays informed on market trends and developments, both in the industry and in marketing.
- Other duties as assigned by the director of marketing services.

Supervisory Responsibilities

There are no supervisory responsibilities with this position.

Qualifications

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required.

Education and/or Experience

B.S. Marketing, Advertising, Communication or equivalent experience.
 3 or more years' experience required in marketing, advertising, communications, PR or related for a telecommunications or broadband company.

Language/Communication Skills

Excellent communication and presentation skills for successful interaction with all levels of management, employees, clients and the public.
 Excellent verbal and written communication skills, including copyediting.
 Proven ability to build strong relationships with clients.

Computer Skills

Expertise in Word, Excel and PowerPoint.

Other Skills & Abilities

Strong understanding of customer and market dynamics.
 Ability to maintain confidentiality.

Physical Demands

Willingness to travel (up to 25%).

<p>Physical Demands</p> <p>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.</p> <p>While performing the duties of this Job, the employee is regularly required to sit. The employee is frequently required to use hands to finger, handle, or feel. The employee is occasionally required to stand; walk; reach with hands and arms and talk or hear. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, color vision and ability to adjust focus.</p>	<p>Work Environment</p> <p>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.</p> <p>The noise level in the work environment is usually quiet.</p>
<p><i>Department:</i> Marketing <i>Reports To:</i> Director of Marketing <i>FLSA Status:</i> Exempt, Full time</p>	<p><i>Prepared By:</i> Pam Noland <i>Prepared Date:</i> 5/9/2018 <i>Approved By:</i> Mark Fordice <i>Approved Date:</i> 5/10/2018</p>

WHEN APPLYING FOR THIS POSITION:

Please include a cover letter and resume. In your cover letter, please share briefly about what experience you may have in the broadband/electric/telecom industry.

Cover letter and resumes should be sent to admin@askpivot.com.