



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.

All applicants **MUST** submit a cover letter with your salary requirements, experience with Broadband/Telecom, and practical hands-on account management work, in order to be considered. Also tell us about your favorite brand.

Job Title: Account Executive / 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 sector.**
2. **“Owner” of 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.**

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.
- Identify, develop, and evaluate marketing strategy based on knowledge of client objectives, market characteristics, and other situational factors.
- Develop and implement product launch and/or marketing campaigns, including strategy, creative brief, budget, media schedule, and ROME (return on marketing expenses).
- Provide advice to improve clients’ marketing efforts. May include recommendations on pricing, tactics, channels, messaging, design, and/or other marketing topics.
- Manages/delegates task effectively, overseeing other members of the account team and project management, including Asana or other tools.
- Work 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.
- Develop ad copy autonomously or in collaboration with the Pivot team.

- Brainstorm 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 (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.
- 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.
5 or more years’ experience required in marketing, advertising, communications, PR or related for a telecommunications company.

Language/Communication Skills

Excellent communication and presentations skills for successful interaction with all levels of management, employees, clients and the public.
Excellent verbal and written communication skills.
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>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</p>
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MARKETING CONSULTANT (TELECOMMUNICATION FOCUS) JOB DESCRIPTION

<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>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> Monica Santi <i>Prepared Date:</i> 3/15/18 <i>Approved By:</i> Monica Santi <i>Approved Date:</i> 3/15/18</p>