

Marketing / Business and Community Development Specialist

Bascom Communications was started in 1906 by rural residents that were neglected to be served by the large national companies and didn't want left behind. We have persevered for 115 years by looking out for each other and our local community. We are industry and local leaders in technology and have managed to expand our state-of-the-art networks while being true to our cooperative roots. We refuse to go away. This is our home and we protect it and go the extra mile to support our customers, family, neighbors, and friends. We have made a commitment to keep expanding to those that need it. To continue to fulfill that commitment we are in need of some more help. We are currently looking for someone to fill a Marketing/Business and Community Development Specialist position as part of our excellent team sharing and spreading our message with goals of growth. If you have the ambition to take over the world, motivation to lead, stubbornness to demand more, flexibility to handle an ever changing environment, and the wherewithal to not take yourself too seriously and have fun, we have an exciting opportunity for you earning a competitive wage with some of the best benefits around!

We are looking for someone to draft, develop, and execute marketing plans and strategies. Track, analyze and report statistics of campaign's success and company's market penetration and competitive position. Position will also act as a backup for Customer Service, receptionist and perform some accounting functions as may be assigned. This position has no supervisory responsibilities. If you fit this description, and you're also interested in doing challenging but important work, we'd like to meet you.

Education/Experience:

Bachelor's degree (B. A.) in Marketing or equivalent combination of Associate's degree (A. A.) and two to four years related experience and/or training in sales, project management, or community relations.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

- Marketing and sales of company products and services.
- Respond to public inquiries and produce quotes in a timely and courteous manner with appropriate follow-up through the proper channels.
- Draft, develop, and execute marketing plan and strategies and public releases.
- Track, analyze and report statistics of a campaign's success and the company's penetration and competitive position.
- Assist in producing, gauging, and track customer experiences through the use of customer surveys, feedback, and education.
- Research and data collection to assist in determining expansion opportunities.
- Educates employees on changes in new products and service offerings, promotions, and the procedures and delivery to the customer.
- Prepares or oversees the preparation of subscriber newsletters, bill stuffers, and service promotions.
- Assists and/or plans events with customers not limited to, but including the Annual Meeting, training sessions, fair or exhibition booths.
- Provide support as may be required to end users for troubleshooting and maintenance purposes and relaying trouble reports to the appropriate departments.
- Demonstrate accuracy in recordkeeping, including cash receipts and required reports.
- Performs all work in a safe manner and observes all security procedures.
- Communicate with techs and customers to make sure that customer expectations and deadlines are being met as active participant in project management.
- Consistently maintains an acceptable attendance record.
- Represents the company at certain functions and events, outside committees, and provides public outreach.
- Administration of our social media accounts.

Please submit a resume and salary requirements to jobs@bascomtelephone.com.