



Midwest Energy & Communications Role Profile

Marketing Specialist

Role ID: MKTGSPCL

Revision: 3

Reports to: VP, Marketing & Member Services

Status:

Department: NONE

Division: NONE

Location:

Wage Scale: X

Wage Level: All

Kolbe C:

Approval: Glenyce Bentzer 09/16/2019

Role Summary

Develops and executes multi-channel marketing and communications programs and campaigns to increase awareness of and/or drive sales for all Team Midwest lines of business. Resources all departments with development of digital and print collateral materials to support goals and objectives.

KRA - Key Results Area

This is intended to be only an overview of primary responsibilities for this role. This is not a complete listing of role functions. All Team Members are responsible for assisting the organization with various tasks as directed by management. Special projects and activities may also be created where Team Members talents can best be utilized.

Project Management

- Works with Marketing/Customer Services and Communications teams to develop comprehensive annual strategic plans.
- Provides input to and tactically supports marketing sales goals and product/services development.
- Coordinates events for awareness and marketing campaigns.
- Helps develop and supports marketing and communications campaigns.
- Designs or oversees design of visual content for all marketing and communication campaigns including logo development, sales collaterals, flyers, advertisements, billboards, digital presence and other.
- Point person for Crowd Fiber website corrections and upkeep.

Research & Analysis

- Collects and leverages market intelligence to assist with strategy decisions.
- Collects and leverages industry data for product development and product communications.
 - Keeps abreast of competitor products and services across all lines of business.

- Makes recommendations based on industry trends.
- Collects and leverages member/customer data to target information and maximize sales and marketing opportunities.
- Designs and/or coordinates surveys to gather member/customer information, data and perceptions. Analyzes data for incorporation into strategic marketing and communications plans and campaigns.
- Tracks and reports on effectiveness of specific campaigns, and recommends new strategic approaches as appropriate.

Administrative Support

- Manages vendor relationships.
- Evaluates and implements software programs to provide the best collaboration and tracking on projects.
- Supports sales personnel with data and sales collateral.

Competencies

To perform the role successfully, an individual should demonstrate the following competencies:

- Adaptability - Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.
- Design - Translates concepts and information into the context of images, flow charts or plans; Applies design principles; Integrates matter to patterns, trends, forms and structures; Coordinates order, sequence, methods and systems.
- Innovation - Displays original and intuitive brainstorming; Meets challenges with spontaneity and risk; Generates bottom-line suggestions for improving work; Develops innovative approaches and ideas; Presents ideas and information in a manner that gets others attention.
- Planning/Organizing - Plans work activities; Uses time efficiently; Plans for additional resources; Organizes or schedules other people and their tasks; Sets context for work; Develops action plans with continuity.
- Project Management - Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and within budget; Manages project team activities.
- Strategic Management - Develops strategies and steps to achieve organizational goals; Understands organizational strengths; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.
- Written Communication - Writes clearly and informatively; Edits work for spelling and grammar; Varies writing style to meet needs; Presents numerical data effectively; Able to read and interpret written information.

Qualifications

To perform this role 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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Experience/Education Level:

This role requires the following related experience with equivalent combination with education and training.

Skills & Proficiencies:

- Adobe Illustrator (Level 3 - Intermediate. Up to 5 years and can work with little assistance.)
- Adobe InDesign Software (Level 3 - Intermediate. Up to 5 years and can work with little assistance.)
- Adobe Photoshop (Level 3 - Intermediate. Up to 5 years and can work with little assistance.)
- Microsoft Office Suite (Level 3 - Intermediate. Up to 5 years and can work with little assistance.)
- Organizational Skills (Level 3 - Intermediate. Up to 5 years and can work with little assistance.)
- Sales & Marketing (Level 3 - Intermediate. Up to 5 years and can work with little assistance.)

Certificates/Licenses:

- Valid Drivers License

Supervisory Responsibilities

- None - This job has no supervisory responsibilities.

Training Requirements

The following training may be required for this position.

Activities

Work Environment

The work environment characteristics described here are representative of what a Team Member encounters while performing the essential functions of this role. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Open office or cubicle
- Overtime may be required during busy times
- Works as part of a team

Physical Demands

While performing the duties of this role, the Team Member is regularly or occasionally required to meet the following physical demands. To assure safety, Team Members in this role must be able to complete the following physical requirements

- Lift 10-50 pounds
- Minimum 30% sitting
- Movement - Use two hands to finger, handle, feel
- Talk or hear
- Vision - Ability to adjust focus
- Vision - Color

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