

Marketing Specialist

Position Title: Marketing Specialist	Department: Sales & Marketing
Reports To: Marketing Manager	FLSA Status: Non-Exempt

General Summary:

Assists in planning, developing, and implementing marketing and communications activities that promote Venture Communications' products, services, and community presence. Markets and promotes all company features and services while informing and educating residential and business customers. Supports social media management, customer communications, newsletters, business publications, media relations, and community outreach efforts. Assists with content creation, event coordination, proposal support, and internal communications while maintaining Venture's brand voice and community-focused image. Provides general marketing support as assigned.

Essential Job Functions:

- Supports planning and execution of marketing and communications activities that promote Venture Communications' products, services, and community presence.
- Creates, schedules, and manages content for company social media platforms; monitors engagement and helps maintain a consistent brand voice.
- Assists with basic marketing and social media analytics, reporting, and performance tracking.
- Drafts, designs, and distributes customer communications including newsletters, bill inserts, promotional materials, and digital content.
- Supports sales efforts by preparing marketing materials, assisting with lead tracking, and helping educate residential and business customers about company services.
- Assists with proposal coordination and test marketing of new products and services.
- Helps coordinate company participation in community events, fairs, and exhibitions, including booth setup, customer interaction, and event support.
- Captures photos and short videos for use in marketing and promotional materials.
- Assists with maintaining website content, digital listings, and other online marketing materials.
- Supports internal communications, special projects, and cross-department collaboration as assigned.
- Assists with gathering information and documentation for annual and periodic government, regulatory, and industry filings.
- Performs all other related duties as assigned by management.*

*These tasks do not meet the Americans with Disabilities Act of 1990 definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job.

Knowledge, Skills, and Abilities:

- Knowledge of basic marketing, communications, public relations, and social media principles.
- Knowledge of telecommunications technology, products, services, and company policies.
- Knowledge of company products, services, and community-focused mission.
- Skill in written and verbal communication.
- Skill in creating digital content including photos, videos, and written copy.
- Skill in operating office equipment and software programs, including content creation, design, and data tracking tools.
- Ability to communicate with customers, coworkers, media representatives, and community members in a professional and friendly manner.
- Ability to organize, prioritize, and manage multiple tasks and deadlines.
- Ability to accurately interpret market trends and customer feedback.
- Ability to pay close attention to detail and maintain consistency in messaging and branding.
- Ability to work collaboratively across departments.
- Ability to adapt, learn new tools, platforms, and marketing processes as needed.
- Ability to make sound decisions using available information.

Education and Experience:

High school diploma or equivalent required. Post-secondary coursework or training in marketing, communications, digital media, or a related field preferred. Prior marketing, social media, or communications experience is helpful but not required. Informal experience, internships, school projects, or personal digital content creation may be considered.

Physical Requirements:

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%
Seeing: Must be able to read computer screen and various reports.				X
Hearing: Must be able to hear well enough to communicate with employees and industry contacts.				X
Standing/Walking:		X		
Climbing/Stooping/Kneeling:	X			
Lifting/Pulling/Pushing:	X			
Fingering/Grasping/Feeling: Must be able to write, type and use phone system.				X

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.

Note: 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.

