



## **Job Description: Marketing and Sales Assistant**

The MTC Marketing and Sales Assistant is responsible for assisting with the development, execution and review of all customer facing communications, marketing, and customer acquisition efforts including outbound / inbound sales campaigns driving company exposure, acquisition, and retention goals for the company. The Marketing and Sales Assistant will be integral to the administrative implementation, execution, and measurement success of the company's direct and outbound sales initiatives. The Marketing and Sales Assistant reports directly to the Marketing Manager.

This position's time will be divided into the following ways: 60% Marketing, 40% Sales & Administrative

### **Responsibilities and duties include but are not limited to:**

- Assists with the implementation and administration of marketing campaigns, direct sales initiatives, and customer acquisition plans.
- Involved in creating and executing customer facing company communications including website, social media, bill messages, correspondence, channel 10, and phone directory.
- Assists Marketing Manager with developing, implementing, and promoting new products, services, sales initiatives, and media ventures.
- Assists in meeting the annual sales objectives of the company.
- Coordinates with the Marketing Manager and Customer Experience Manager on direct sales initiatives of MTC services to both existing and potential subscribers and compiles accurate reporting back to these managers.
- Proactively interact with the Customer Service Department to ensure updated communication regarding sales campaigns, sales training, and customer satisfaction.
- Assists with the ordering and updating of promotional materials and advertising.
- Supports and assists Customer Service Department with residential and commercial sales / support as required.
- Assists with external communications and presentations as necessary.
- Creates and maintains professional reporting procedures regarding customers, sales, donations / advertisements, marketing, and the effectiveness of campaigns.
- Supports the development of new strategies to ensure we are providing the best experience for our existing and potential customers.
- Other administrative duties as required.

### **Requirements include but are not limited to:**

- Work in a highly responsive relationship with Management
- Professionalism and strong customer service attributes
- Maintain required customer privacy and comply with CPNI and Red Flag rules
- Takes initiative and works independently
- Comfortable working in field (follow-up and direct sales)
- Strong written and oral communications skills
- Positive working attitude and professional appearance
- Adaptable with a desire to learn
- Possess a valid driver license which meets the MTC insurance requirements
- Comply with the Drug Free Workforce Act
- Follow job safety policies and procedures
- Comply with Smoke Free Policy