



## Marketing Specialist - Acquisition

The Marketing Specialist – Acquisition will support and execute direct marketing efforts, as well as summarizing the reporting and analysis of marketing performance metrics. This role will be responsible for gathering, analyzing, reporting and interpreting marketing data and research to improve marketing activities and guide marketing strategies.

### Key Responsibilities:

- Understand our customers and target audience's needs through review of internal and external research and customer surveying.
- Provide in-depth competitive analysis, industry trends, and market research on current and potential expansion areas.
- Collaborate with commercial and residential sales teams to identify potential areas of improvement, campaign opportunities and encourage cohesive company messaging.
- Coordinate & execute other highly targeted efforts w/ Marketing Supervisor including messaging & placement of construction & yard sign(s), doorhangers, and other direct tactics in specific geographies.
- Assist in developing and implementing strategic plans for entering and growing customers' new geographical areas and/or target markets.
- Measure and analyze campaign results to understand efforts & optimize performance in future campaigns.
- Coordinate with cross-functional teams (creative, digital, print) to ensure the timely & accurate delivery of tactics and marketing materials.
- Other duties as assigned.

### Requirements:

- Self-starter with an entrepreneurial attitude.
- Excellent verbal and written communication skills.
- Possess strong analytical skills with the ability to evaluate information, turn insights into action and propose solutions.
- Must be able to assume a high level of individual responsibility, strong interpersonal and team skills.
- Valid driver's license is required.
- After hours events possible.
- Some travel may be required.

### Experience & Qualifications:

- Bachelor's degree in marketing or related field or equivalent experience.
- 2+ years of similar experience (marketing, advertising, sales)
- Telecommunications and/or technology industry experience (preferred)

