

Communications Specialist

Department: Customer Experience Department

Location: Anchorage

FLSA: Exempt

Reports To: External Relations Manager

Approved By: Jens Laipenieks

Revision Date: February 10, 2022

Effective Date: January 17, 2019

Position Description

The Communications Specialist will support the External Relations Manager in managing internal and external communications efforts. The purpose of this position is to create content for social media, marketing materials and corporate website content well as, event coordination and project management support.

Principle Accountabilities

Works directly with the External Relations Manager to achieve results through the execution of marketing efforts

Assist External Relations Manager with day-to-day marketing tasks and coordinating marketing projects and activities as requested

Produce clear and concise written correspondence in the form of letters, emails, electronic newsletters, and customer surveys

Design marketing campaign materials including ads (print & digital), flyers, collateral, etc., and ability to create/edit educational videos is a plus

Place and monitor digital ads and track performance

Maintain and edit company website, report on trends, analytics and SmartHub and increase traffic and sales, and assist in website redesign

Develop and maintain (or curate) content for all social media channels, seek content to engage followers and ensure timely response to comments

Assist with coordinating phone directory publishing efforts, including distribution to recipients

Assist with coordination and compilation of content for quarterly newsletters, monthly eNewsletters, bill stuffers and annual required notices for customers and employees

Assist marketing and sales events and all aspects associated including researching flights, booking venues, submitting check requests, packing materials, promotion, etc.

Assist with the corporate donation program and monitor spending to ensure that ASTAC's markets are consistent. Assist with corporate sponsorships and deliverables such as incentives, prizes, t-shirts, pictures, and check requests, all while maximizing brand visibility through multiple means.

Keep promotional materials ready by coordinating inventory, placing orders, and verifying receipt

Work closely with Customer Experience Manager to ensure all in-store materials are displayed appropriately

Maintains professional and technical knowledge by attending educational workshops, reviewing professional publications, establishing personal networks, and participating in professional societies.

Accomplish organization goals by accepting ownership for accomplishing new and different requests, exploring opportunities to add value to job accomplishments

Additional Responsibilities

Perform other related duties and special projects as assigned

Knowledge, Skills, and Abilities

Excellent written and verbal communication and listening skills, with ability to provide writing examples if called upon for interview

Must have excellent attention to detail and the ability to effectively multi-task in a deadline driven atmosphere

Excellent ability to remain flexible with ever changing market needs

Highly motivated person with strong problem-solving skills who works well as part of a team as well as independently

Ability to learn how to pull basic data queries from analytics accounts and analyze information to assist with marketing decisions

Advanced expertise in Adobe Suite, Microsoft Suite and WordPress; intermediate level expertise in PowerPoint

Lift at least 50 pounds and handle the demands of standing, sitting, stooping, kneeling, and walking.

Be able to read, write, spell, and communicate the terminology used in the telephone industry in the English Language effectively.

Working conditions are indoors with limited travel to Utqiagvik and service locations.

Familiarity with the telecommunications industry in Alaska and associated markets, product and services preferred.

Education and Experience Required

BA/BS in Graphic Design, Marketing, Advertising, Public Relations, Communications, or related field, 2+ years of work experience in marketing; telecommunications industry preferred. Demonstrable experience leading and managing SEO/SEM, marketing database, email, social media and/or display advertising campaigns. Solid knowledge of website and marketing analytics tools (e.g., Google Analytics, WordPress, etc.).

Acknowledgement

I have reviewed and understand the Position Guide and believe it to be accurate and complete. My acknowledgement below indicates I am fully aware that my adherence to the terms of this Position Guide will be a major element of all future evaluations. I also agree that the General Manager and the Board of Directors retain the right to change this Position Guide at any time.

Employee	Date	Supervisor	Date
----------	------	------------	------

Note: This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employee(s) will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments.

A review of this position has excluded the marginal functions of the position that are incidental to the performance of fundamental job duties. All duties and responsibilities are essential job functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities.

To perform this job successfully, the incumbent(s) will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities.

This document does not create an employment contract, implied or otherwise, other than an "at will" relationship.