



Job Posting

POSITION TITLE:	Sales & Marketing Specialist
POSTING START DATE:	12/07/2021 - until filled
DEPARTMENT:	Sales and Marketing
POSITION STATUS:	Full - time; Non-Exempt
WORK SCHEDULE:	Monday through Friday

Anyone interested in the above vacancy should submit a complete application packet to the Human Resources Department accompanied by a letter stating your credentials, and why you consider yourself a good candidate for this position. Only complete application packets will be accepted. On-line application instructions can be found at <http://www.tularosa.net/employment-opportunities>.

JOB DESCRIPTION SUMMARY: *This position is responsible for coordinating with other marketing and sales professionals to implement innovative campaigns for branding or product launch initiatives and act as support for customer interactions and outreach for followup of services and quality assurance.*

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following:

- * Conduct market research to identify customer trends, competitor offerings and demographic data.
- * Assist in developing in-house documents and promotional materials through graphic design and copy writing and submit for approval.
- * Implement marketing campaigns and strategies and assist in meeting key performance metrics.
- * Establish and maintain relationships with new and existing customers through networking and prospecting.
- * Conduct cold calls to generate sales leads and set appointments.
- * Help with all inbound and outbound marketing activities by displaying expertise in certain areas such as events planning, advertising, optimization and content development.
- * Conduct marketing and sales project followups and quality assurance followups with new customers.
- * Prepare service orders for new customer installations through scope of work documents.
- * Update CRM database to facilitate operational efficiency and sales funnel.

- * Assist in pushing omni-channel campaign materials including media on Facebook, Instagram, LinkedIn, and other social media platforms.
- * Aid set-up and attend event and community relations activities. Create innovative marketing campaigns with marketing and sales department and present for approval.
- * Assist in providing product, promotion and pricing information by clarifying customer requests; forwarding information and answering questions.
- * Conduct business and sales canvassing by delivering marketing materials.
- * Performs all other related duties as assigned by the General Manager.

JOB REQUIREMENTS (Knowledge, Skills and Abilities):

- * Associates degree in Marketing with 4 years related experience and/or training, or equivalent combination of education and experience. Prior experience in the telephony industry is desired.
- * Knowledge of telephony and IT practices and MSP content preferred.
- * Knowledge of company products and services.
- * Skills in operating office equipment such as personal computer, various software programs and telephone systems.
- * Possess excellent oral and written communication skills.
- * Ability to organize and prioritize multiple work assignments.
- * Excellent analytical skills desired.
- * Ability to communicate with customers, employees and various business contacts in a professional and courteous manner.
- * Ability to work with teams and collaborate.
- * Time management and multitasking skills with the ability to prioritize tasks.
- * Possess intermediate knowledge of Excel Spreadsheet, Microsoft Word, Microsoft Powerpoint software and internet navigational skills.
- * Possess a valid driver's license.

Work Environment: The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The applicant must be able to sit and stand for extended lengths of time.