



## **Job Description**

Marketing & Sales Specialist

### **Job Description**

**Job Title:** Marketing & Sales Specialist

**Department:** Marketing & Sales Department

**Reports to:** Marketing Manager

**Status:** Non-Exempt

**Updated:** March 2026

#### **Job description summary:**

The Marketing & Sales Specialist supports the Marketing Manager in executing marketing campaigns, creating promotional materials, coordinating community outreach, and supporting sales initiatives. This role focuses on the day-to-day implementation of marketing activities, including graphic design, social media content, campaign coordination, and customer engagement.

The ideal candidate is creative, organized, and proactive, with strong graphic design skills and the ability to support both marketing and sales efforts. This position plays an important role in strengthening the company's brand presence and helping to expand services throughout the communities we serve.

#### **Essential duties and key responsibilities include the following:**

- Design marketing materials including social media graphics, flyers, brochures, digital ads, event signage, and promotional materials.
- Assist with the creation and execution of marketing campaigns across digital, print, and radio platforms.
- Manage and schedule social media posts while engaging with community comments and messages.
- Update website content, promotions, and marketing announcements as directed.
- Support customer outreach efforts including fiber preregistration campaigns and service promotions.
- Assist with planning, coordinating, promoting, and managing company booths at community events, helping execute outreach activities that increase brand awareness and customer engagement.
- Help track marketing campaign performance and compile information for reporting.
- Maintain marketing materials inventory and assist with distributing promotional materials, including door hangers in targeted neighborhoods.
- Support sales initiatives through lead generation, networking, and occasional customer outreach.
- Assist with local business canvassing and delivery of marketing materials when needed.
- Follow up with customers to ensure satisfaction and support service promotions.
- Collaborate with the Marketing Manager and internal teams to develop creative campaign ideas.
- Perform other related duties as assigned by the Marketing Manager.
- Ability to occasionally work evenings or weekends for community events.

*Tularosa Communications is an Equal Opportunity Employer, drug free workplace and complies with federal ADA regulations as applicable.*



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**WORK ENVIRONMENT:** As a Marketing & Sales Specialist, the work environment will primarily be in a professional office setting, involving both collaborative teamwork and independent tasks. The role also includes occasional travel, participation in community events, assisting with event setup, and staffing marketing booths to engage with customers and promote company services.

**PHYSICAL DEMANDS:** This position requires extended periods of sitting and standing. The employee must be able to sit or stand for prolonged periods while performing job duties.

The role requires clear verbal and auditory communication abilities for interactions with customers, team members, and vendors, as well as for coordinating marketing activities and events.

This position may require occasional lifting, carrying, and handling of marketing materials, displays, and equipment weighing up to 30 pounds. The employee should also be comfortable assisting with hands-on event setup, including arranging booths, decorations, promotional displays, balloons, and other materials used during community events and outreach activities.

From time to time, this position may assist with community engagement activities that include wearing the company's mascot costume during events to help promote brand awareness and interact with the community.

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**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. Employees 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. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents 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.*

My signature below signifies that I have read and understand the duties of the job description and that I accept those duties. I also understand that this description is not limited to only those duties as described but may require other duties as assigned. I agree to notify Human Resources should my job duties and responsibilities change, and or my ability to perform them.

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Employee Signature

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Date

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**REVIEWED WITH EMPLOYEE BY:**

Signature: \_\_\_\_\_ Name (print): \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_