



103 LINCOLN STREET
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Job Title	Graphic Design & Marketing	Job Category	Sales Worker
Department	Marketing & Sales	Status	Full Time/Exempt
Location	GBT Service Area	Travel Required	Yes
Supervisor Title	Customer & Business Development Manager	Evaluators	Customer & Business Development Manager
In-put	General Manager, Management Team, Co-Workers, Customers	Direct Reports	NA

In keeping with our mission of ***bringing the best user experience to its customers through reliable state-of-the-art communication services.***

This position supports the company's customer service philosophy that sets us apart from our competition by providing our customers with local and genuine personal service, we will work alongside our customers to find the best solution available to fit their needs. We pledge to provide the finest services to our customers and strive for continuous daily innovation to remain competitive in an age of perpetual technology.

NOTE: The job functions listed are intended to describe the general nature and level of work being performed by employees and are not to be interpreted as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

By: Customer & Business Development Manager Golden Belt Telephone	Effective Date:
	Review Date:

POSITION DESCRIPTION

**Percentages of time spent on each job duty will vary daily, as well as based on project.*

Reporting to the Customer & Business Development Manager, the Sales, Marketing and Graphic Design position, will be responsible for developing, producing, and distributing graphic design solutions that have creative flexibility and high visual impact in preparation of brochures, forms, subscriber newsletters, annual reports, bill messages, bill inserts, member surveys, and service promotions. Assist in creation of the annual budget for the Marketing department to attain strategic goals. Understand the company's strategy, goals, industry standards, safety procedures, and operations.

ESSENTIAL DUTIES & RESPONSIBILITIES

-Ensure attainment of company marketing objective and competitive position by developing marketing plans and strategies for new and existing services and products.

-Assists marketing department in day-to-day tasks and coordinate marketing projects and activities as requested.

-Brainstorm ideas with the Marketing Department to create all print and web marketing materials such as bill inserts, direct mailers, website copy, advertisements, social media, etc.

-Utilize software to create original and fresh visual communications for the company.

-Assist in designing and maintaining the company website with WordPress program, while tracking Google Analytics, reporting on trends, and ultimately increasing traffic and sales.

-Assist with updating social media channels, seek content to engage followers and ensure timely response to comments.

-Assist in managing corporate donations program, track spending to ensure all markets are fairly considered.

-Planning and/or attending public relations/ community events such as: county fairs, junior board meetings, chamber events, etc.

-Prepares proper and accurate reports to reflect the activities and effectiveness of marketing efforts such as running churn, ROI, competitive analysis, in order to discuss and address gains and losses in strategic planning meetings, to gauge advertising effectiveness, gathering and analyzing data, making recommendations, etc.

-Maintain current industry knowledge by attending marketing related training.

-Cultivates the culture by setting the tone and ensuring retention of the core values by setting an example and reinforcing the values in others.

-Attend and participate in job safety and other training programs.

-Follows all company safety policies and procedures as outlined in the Employee Handbook/Guidebook and Safety Manual.

Knowledge, Skills & Abilities

-Knowledge of company policies, procedures, products, and services.

-Knowledge of marketing and advertising practices and industry trends.

-Skill in operating a personal computer using database, word processing, desktop publishing, graphic design, and spreadsheet software.

-Skill in analytical thinking and problem solving.

-Skill in oral and written communication.

-Skill in customer service and customer relations.

-Ability to communicate with customers, co-workers, and various business contacts in a courteous and professional manner.

-Ability to organize, prioritize and manage multiple work assignments.

-Ability to complete work accurately under time constraints and deadlines.

-Ability to function effectively as a team player.

-Ability to pay close attention to detail.

-Ability to drive GBT vehicles daily, possessing a valid driver's license

-Ability to hold yourself accountable and manage your time efficiently.

-Ability to provide the entire experience, the GBT way.

(Continually looks for new and improved ways of completing the above functions. Other tasks as assigned by supervisor will be performed in order to address unexpected situations or needs that may arise.)

Responsibilities: This position requires the ability to participate as a member of a team to complete tasks and engage in problem solving activities. Therefore, must relate well with others since information has to be obtained on occasion from others in the form of informal training/ coaching. Employees are expected to communicate with the public as well as fellow employees in a pleasant business-like manner. There is frequent internal and external contact at all levels of organization requiring negotiation, persuasion, and diplomacy with other departments, customers, and vendors. Must also maintain good attendance and appearance. Employees are expected to increase job knowledge by assisting & supporting all other employees with their job duties, as required. Participation in strategic planning is expected at least weekly.

Education, Experience & Training: Bachelor's degree in business, Marketing, Graphic Design, or other type of related degree, required, and/or 2 years of Marketing experience, preferred. High school diploma or GED, required. Company training of operating systems must be completed within six months. Ongoing training as required by the company, I.E., safety, CPNI, harassment prevention and other necessary industry training, required.

Customer Service/Interaction: Daily phone and face-to-face interaction with other employees and customers, while vendor contact is weekly by phone to perform job functions. To facilitate our mission of customer satisfaction, all jobs carry with them an overriding responsibility of our employees to provide extraordinary customer service in terms of quality, timeliness, and assistance. Commitment to service excellence is expected of all employees.

Confidential & Sensitive Information: This position has access to and must safeguard the organizations confidential and sensitive information.

Latitude: Most duties are assigned and then the performer plans and arranges tasks to complete duties. Problem solving is accomplished independently most of the time requiring extensive knowledge, both industry and technical. Most decisions not affecting other departments can be made independently in accordance with company policy. Purchase decisions within budgetary limitations can be made.

Impact of Position: Successful completion of essential job tasks ensures efficient use of time and effective completion of job duties. Errors are easily detected but could have significant adverse effect on external relationships and result in substantial monetary effect due to a probability of loss of customers and improper utilization of labor, material, or equipment. Since data that is prepared by this position is used for important decisions by management, errors could result in liability and affect operating costs.

Physical Requirements: Frequent bending, carrying, lifting- up to 40 lbs. independently, demonstration of manual dexterity, squatting, twisting, turning, and visualizing of a computer screen, required.

Work Conditions: Most of the work required for this position is performed in an office environment

Other: Occasional travel by vehicle, air travel, flexible hours, overnight travel, and overtime, may be required.

The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

I have reviewed and understand the Position Guide and believe it to be accurate and complete. My acknowledgment 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.

EMPLOYEE SIGNATURE

DATE

SUPERVISOR SIGNATURE

DATE

