

Marketing Specialist

Mosaic Telecom is looking for a fun, energetic, self-starter for our Marketing Specialist position. We're looking for a team player who can promote the Mosaic brand with a positive, can-do attitude, while consistently supporting all efforts to simplify and enhance the Customer experience.

As a Marketing Specialist, your responsibilities would include the following:

- Develop content for internal and external newsletters, and execute all communications with Customers and non-Customers at the direction of the Marketing Manager.
- Develop and ensure all marketing materials support Mosaic branding guidelines and stylistic objectives.
- Review, revise and update display areas in all Mosaic office locations on a regular basis.
- Obtain and organize feedback from Mosaic customers by communicating with them via telephone calls, emails, and mailing of surveys.
- Assist in the development and implementation of marketing strategies, plans and materials to increase market penetration and meet sales goals. Examples of tasks include: participate in planning sessions, generate ideas and creative approaches, obtain quotes for volume quantities, develop concepts and materials, plan launch of new services, and coordinate with print and production resources.
- Work directly with the Marketing Manager and outside vendors to develop and deliver innovative and effective strategies for: email marketing, social media campaigns/initiatives, reputation management, community involvement/sponsorships opportunities, and overall brand development.
- Work alongside our outside vendors to help oversee the strategy and execution of direct mail campaigns, content development, graphic design, campaign design, etc.
- Research and understand our market and provide ongoing updates to the Marketing Manager regarding market changes and findings. This includes, but is not limited to information regarding: demographics, competitor analysis, and market penetration.
- Ensure that all marketing efforts within any given month are cohesive, integrated and work to reach a common goal.
- Work with website providers to ensure that the website is always meticulously maintained. This includes, but is not limited to: adding and removing all promotions/specials; adding and removing home-page sliders; adding landing pages; checking all landing pages on a regular basis to ensure accuracy, functionality and overall user-ability of each page; and ensuring that the website has the most up-to-date content.
- Positively impact Customer retention by assisting in the sale of Mosaic's products and services and providing overall customer service excellence.
- Assist with the coordination and scheduling and represent Mosaic at various public relations events.
- Evaluate, recommend and order Mosaic prize and give-away inventory items to ensure brand consistency.
- Meet all project deadlines.

This job might be for you if you have:

- **Education:** High school education or higher.
- **Experience:** Preferred 1 - 3 years of related experience in journalism, marketing, communications, graphic design and/or public relations.
- A valid driver's license.
- Prior experience working with computers and ability to learn to use software such as Microsoft Excel, Microsoft Word, Adobe Photoshop, Adobe InDesign and Adobe Illustrator.

We Have:

- Team members who are passionate about growth, innovation and collaboration. We are constantly striving to improve and better ourselves so that we can better support our Customers. If you are a self-starter, you are probably a great fit for our team!
- Competitive wages
- Excellent benefit package, including health, vision & dental care, retirement, and savings
- Discounted employee services within our service area
- A generous PTO allowances
- Tuition reimbursement

Preliminary drug screening and background check are all required. Interested parties may send or email a cover letter, resume and salary requirements to:

Human Resources
Mosaic Telecom
P.O. Box 664
Cameron, WI 54822
employment@mosaictelecom.com

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