**Marketing Specialist**

**Job Description**

Valley Telecommunications Cooperative, and subsidiary Valley FiberCom, are leading providers of business and residential internet and voice services in north-central South Dakota, and east-central South Dakota. We are searching for a customer-centric, energetic, and self-motivated Marketing Specialist to promote products and services, analyze market data, and create educational and awareness campaigns across our coverage areas. The Marketing Specialist will be responsible for assisting with all aspects digital, social media, email, print marketing, and in-person events.

The Marketing Specialist must have the ability to learn about new products and technology. The position will be responsible for clearly explaining technical concepts to current and potential staff members and customers.

The position requires a creative individual with initiative, excellent judgment, and the ability to manage complex projects to successful completion in a timely manner, in coordination with multiple offices, locations, departments, and individuals.

A successful candidate should have strong writing skills, an understanding of marketing principles, and proficiency with Adobe Creative Suite, Word Press, Constant Contact or equivalent, Hub Spot or equivalent, Microsoft PowerPoint, Excel, and Word.

**Functions and Abilities of the Position:**

\* Create effective and high-quality marketing materials including blog posts, e-mails, content to support campaigns and SEO, presentations, brochures, media releases, newsletters, employee scripts, event announcements, trade show materials, annual reports, and video tutorials.

\* Create and manage social media marketing activities. Engage, moderate, and grow online communities including, but not limited to, Facebook, Twitter, Instagram, YouTube, LinkedIn, etc. Assist with monitoring social media activity 24/7.

\* Manage website content and any updates as directed.

\* Collaborate with ad agency, designers and vendors on advertising campaigns and other marketing materials.

\* Create education and awareness campaigns for current and potential customers.

\* Plan or assist with Valley and Valley FiberCom events, trade shows, school functions, and Chamber of Commerce events. Occasional travel and extended hours on some nights and weekends are required.

\* Perform marketing research and analyze products, services, pricing, and competitors.

\* Proofread and edit all marketing materials thoroughly to identify and correct errors.

\* Occasionally assist with customer service duties.

\* Perform other duties as assigned.

**Qualifications:**

Bachelor’s degree in Marketing, Communications, or a directly related degree is preferred. Absent a preferred degree, must have a minimum of five (5) years Marketing, Public Relations, or Sales and or social media related experience. Online applications and resumes will be accepted until the position is filled.

Valley offers competitive wages, a comprehensive benefits package, including health, vision, dental and life insurance, 401K, a generous PTO allowance and discounted services within our service area. A preliminary drug screening, background check, and valid driver’s license are required.

*This institution is an equal opportunity provider and employer.*

**Job Location**  
Valley FiberCom, Volga, SD *or*

Valley Telecommunications, Herreid, SD

**How to Apply**  
Send a cover letter and resume to:  
kaye.v@valleytel.coop

Or via postal mail:

Valley Telecommunications

Attn: Kaye VanderVorst

PO Box 7

Herreid, SD 57632-0007