

PO Box 67  
1135 N. Church St.  
Halls, TN 38040



Phone: (731)-836-7508  
Fax: (731)-836-5070  
Web: www.forkeddeer.com

### **Job Description**

**Job Title:** Marketing Specialist  
**Reports To:** Manager / CEO  
**Supervisory Responsibilities:** None  
**FLSA Status:** Hourly, Nonexempt

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### **Summary**

Develops and participates in marketing, communication, and community outreach programs to promote the services and goals of Forked Deer Connect, LLC, a fiber internet subsidiary of Forked Deer Electric Cooperative, Inc.

### **Essential Duties and Responsibilities**

- (a) Maintain a safe working environment by adhering to policies, procedures, and regulations including any specifications set forth by federal, state, or local authority, and the company-approved safety manual.
- (b) Make personal contact with customers, community leaders, and legislators to promote the services and image of Forked Deer Connect, LLC.
- (c) Participate in civic and related community organizations throughout Forked Deer Connect's service area, demonstrating good will and a strong presence in the communities served.
- (d) Collaborate with sales and marketing representatives to understand product and communication needs. Gather and analyze materials related to previous marketing campaigns and competitors to determine the most effective communication techniques.
- (e) Develop informative articles, assist with the development of brochures, press releases and other forms of media to keep customers and general public informed.
- (f) Create and coordinate multimedia packages, including drafting and presenting design ideas for communication campaigns. Assist with scripting and production for media content.
- (g) Educate customers, developers, builders, and the public on the range of fiber internet services available through Forked Deer Connect, LLC, and the technological benefits provided.
- (h) Accurately answer questions and provide assistance to meet the needs and requests of customers and general public, adhering to established guidelines, procedures, and policies.
- (i) Assist in planning and executing events and meetings to enhance community engagement and customer outreach. Attend trade shows and community fairs, staffing the company booth as needed.
- (j) Evaluate the success of marketing campaigns and provide feedback for improvements. Perform other duties as assigned by the supervisor.

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### **Competencies**

Oral and Written Communication—Speaks and writes clearly and persuasively in positive or negative situations; listens in order to clearly understand the needs of the customers; responds well to questions; prepares informative articles, documents and correspondence using correct grammar.

Adaptability—Adapts to changes in the work environment and competing demands; changes method to best fit situation; handles multiple projects simultaneously and effectively.

Professionalism—Maintains confidentiality with tact and diplomacy; carries out a variety of tasks with accuracy and attention to detail; refrains from causing or contributing to disruptions in the workplace.

Dependability—Timely and accurately performs essential duties; follows instructions and responds to management direction; ensure duties are covered during planned absences.

Initiative—Volunteers readily; undertakes self-development activities; accepts increased responsibilities; asks for and offers help when needed; performs duties and meets needs of department with minimal direct supervision.

Customer Service—Manages difficult or emotional situations; responds promptly to customer needs; responds to requests for service and assistance while following guidelines and policies of Forked Deer Connect, LLC; meets commitments.

Problem Solving—Identifies and resolves problems in a timely manner; gathers and analyzes information skillfully; uses reason when developing solutions; works well in group problem solving situations.

### **Qualifications**

Education and/or Experience—A high school diploma or equivalent is required. An associate's or bachelor's degree in communications, marketing, or a related field is preferred but not required. Experience in communications or marketing within the telecommunications industry is advantageous.

Certificates, Licenses, Registrations—Must be able to possess and maintain a valid Tennessee Driver's License.

Physical Requirements—Ability to sit at a desk and work on a computer for extended periods; must be able to lift up to 15 pounds occasionally.

Skills—Proficient with Microsoft Office Suite or related software; excellent organizational, analytical, and problem-solving skills.

*August 21, 2024*