

**PIERCE PEPIN COOPERATIVE SERVICES  
ELLSWORTH, WISCONSIN**

**POSITION DESCRIPTION**

**DIRECTOR OF MARKETING AND GROWTH**

**DEPARTMENT: Administration**

**STATUS: Salaried, Exempt**

**I. POSITION SUMMARY**

This position is responsible for driving new growth and marketing activities to SwiftCurrent Connect, a fiber broadband subsidiary of Pierce Pepin Cooperative Services (PPCS) in a manner that advances the success of both organizations. This position serves as an advisor and consultant to the President and CEO and board of directors regarding all marketing, communication, and strategic marketing direction. This includes direct participation in developing go-to-market strategies, developing work plans and processes, developing budgets, reviewing current activities, developing material, including content and other promotional materials, to ultimately help drive growth.

**II. REPORTING RELATIONSHIPS**

- A. Reports to: President & CEO, with dotted line relationship to VP of Member Relations and Human Resources
- B. Supervises: Communications Coordinator
- C. The position is responsible for working closely with the senior management, department heads, and board of directors. This position will also be responsible for any outside vendors, consultants or other entities that provide marketing and communication services.

**III. MAJOR RESPONSIBILITIES AND AUTHORITIES**

- A. Essential Functions – Growth Strategy
  - 1. Develop strategies for growing the broadband business, attracting new customers, and creating retention programs.
  - 2. Conduct voice of customer research and develop best practice customer experience.
  - 3. Develop value propositions and strategy for competing against smaller telecoms and larger nationally recognized names.
  - 4. Work closely with member/customer relations team to ensure high levels of retention.
  - 5. Develop programs and initiatives to improve NPS and ACSI scores.
  - 6. Work collaboratively with senior management team, including CEO and COO on new areas to deliver broadband.
  - 7. Define performance metrics for success and assist senior management with forecasting broadband revenue.
  - 8. Focus on expanding service offerings to create new revenue for the cooperative.

B. Essential Functions – Brand Development

1. Develop a comprehensive branding strategy to establish a strong presence in our communities.
2. Define and maintain brand guidelines, further develop brand guides, and implement across the cooperative.
3. Implement brand campaigns to build awareness, enhance the overall brand of the cooperative, its subsidiaries, and create brand loyalty.

C. Essential Functions – Website and Social Media Development

1. Review existing online presence and develop on-going plans to improve, maintain, and refresh online appearance.
2. Curate website content and improve search engine optimizations.
3. Develop metrics, review monthly and increase performance.
4. Champion a great online customer experience and standardize customer facing tools.

D. Essential Functions – Community Relations

1. Establish strong relationships with community organizations such as the Pierce County Economic Development Corporation, local chamber organizations, public officials and like groups to create awareness around PPCS and SwiftCurrent Connect.
2. Work closely with marketing outlets such as local newspapers, radio stations, and other media outlets.
3. Be willing to tell the Cooperative story and champion the essential services of electricity and broadband.
4. Plan, coordinate, and participate in member and community events, and develop presentations for communicating with members, customers, and contractors during these events.

E. Essential Functions – Functional Responsibilities

1. Regularly update social media pages, websites, and online tools.
2. Create content, edit, and oversee the development of blogs, articles, media releases, and other publications.
3. Develop graphics, capture video, interview, and develop content for campaigns.
4. Host/Co-Host Podcast.
5. Utilize technology to create efficiencies, help develop workflows that assist in growth, create process efficiencies, and improve customer experiences.
6. Publicly speak and provide updates to various stakeholders.

All essential functions must be done in a method that advances the performance and profitability of PPCS and SwiftCurrent Connect. Performance and profitability are measured based on the set goals and not just net margins.

F. Common Activities of all Management

1. Provides coaching for direct report employees.
2. Counsels and advises subordinates. Ensures all personnel are trained in the requirements of their position.

3. Reviews and approves time sheets and PTO schedules for all reporting personnel.
4. Develops, generates, and maintains team spirit and enthusiasm through the department by appropriate delegations, recognition of accomplishments, coaching and counseling and assignments according to merit.
5. Keeps President and CEO and senior management informed by completing regular reports on a timely basis and advising of unusual situations or problems arise.
6. Carries out and implements special projects and other assignments as directed.
7. Constantly studies department activities to determine more efficient ways to carry out cooperative and department objectives.
8. Attends monthly board meeting as requested, attend staff meetings, prepare summaries of department activities, and report on-going improvement efforts.
9. Cooperates with all employees in maintaining good working relationships.
10. Demonstrate cooperative shared values – Safe, Accountable, Innovative, United.
11. Learns and complies with all Cooperative Policies, Rules, and Regulations.

The **Director of Marketing and Growth** shall be required to perform any other duties assigned to fulfill the objectives of the Cooperative.

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities of personnel so classified.

#### **IV. EXTERNAL RELATIONSHIPS**

1. Outside Consultants: Marketing agencies, marketing consultants, video/photo companies.
2. WECA: Utility regulation, local and statewide policies, and training.
3. NISC: software and technology solutions provider.
4. Community Organizations: Represent the Cooperative in the community.
5. Other Cooperative Marketing Personnel: To share ideas, thoughts, and process improvements.

### **SPECIFICATIONS**

#### **DIRECTOR OF MARKETING AND GROWTH**

##### **Job Knowledge and Training and Experience:**

1. Education: High school diploma or equivalent required; bachelor's degree Marketing and/or Business, or relevant four-year degree required. A Master of Business Administration degree is preferred.
2. Experience: Must have a minimum of 10 years' marketing and/or growth experience. Must have experience in supervision and practical experience in job duty requirements. Must also have experience with leading teams. Experience with developing strategy strongly preferred. Utility and/or telecommunications experience preferred. Excellent English grammar and spelling are required for the preparation of materials and reports. Must possess knowledge of office practices and procedures. Must be assertive and exercise initiative and independent judgment.

**Equipment Operated:** Position utilizes computer terminals, personal computers, and standard office equipment in the completion of their duties.

**Abilities and Skills:** Must be able to carry out a variety of activities, which require a high degree of accuracy and attention to detail. Must be a highly motivated individual requiring minimal direct supervision. Must be able to organize work to meet deadlines throughout the month and year. Excellent oral and written communications skills are required. Must be able to maintain corporate confidential information. Knowledge of Microsoft Word, Excel, PowerPoint, Outlook, Teams, and OneDrive. Preferred experience working with Adobe Creative Tools, Survey Monkey, MailChimp, Salesforce, ZenDesk, Elementor, or other like tools. Must be able to develop professional presentations in PowerPoint or similar.

**Physical and Mental Effort:**

1. Must be able to sit, walk and/or stand for prolonged periods, up to 7 hours in an eight-hour day, with or without back support.
2. Must be able to perform light physical work as abilities allow.
3. Must be able to communicate effectively on the telephone and in person to provide information and assistance. Must be able to make group presentations.
4. Must be able to move throughout the buildings.
5. Must be able to reach in all directions and bend/stoop to store and retrieve items as needed, use equipment, computer, and office equipment.
6. Must have dexterity and hand/eye coordination necessary to operate office equipment, computer keyboard and communication equipment.
7. Must have the ability to maintain concentration and focus on tasks requiring timeliness and attention to detail.

**Working Conditions:**

1. Must be able to complete job duties in an environment with some background noise and frequent interruptions.
2. Must be able to work in an office environment and be outside for required travel and some community events.
3. This position is considered on-site; however, non-routine flexibility to work from a home office or remote workspace is generally acceptable for this position.
4. Evening and/or weekend Board meetings and company events required.

**Travel and Residency:**

1. Occasional travel (company vehicle or commercial vehicle/plane) may be required.
2. Must be able to schedule some overnight travel.
3. As a community focused cooperative, it is strongly encouraged to live in or near PPCS service territory.

After an offer of employment has been made, a physical exam is required which includes both drug and alcohol testing. Background checks will also be completed.

The above statements are intended to describe the general nature and level of work being performed by the person assigned to this position. Essential job functions are intended to describe those functions that are primary to the performance of this job, and other job duties include those that are considered secondary to the overall purpose of this job.

This job description does not state or imply that the above are the only duties and responsibilities assigned to this position. Employees holding this position will be required to perform any other job-related duties as requested by management. All requirements are subject to possible modification to reasonably accommodate individuals with a disability.

Originated: January 2024

Revision date: 1/15/2024

***Pierce Pepin Cooperative Services reserves the right to revise or change the job responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.***