



## **Gila River Telecommunications, Inc.**

**JOB TITLE:** Marketing Assistant

**DATE REVISED:** February 2020

**REPORTS TO:** Customer Service & Marketing Manager

**DEPARTMENT:** Marketing and Public Relations

**STATUS:** Non-Exempt

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### **JOB SUMMARY:**

The Marketing Assistant provides assistance to the overall Marketing and Public Relations (PR) efforts for Gila River Telecommunications and its Subsidiaries.

The fundamental goal of Marketing and PR is to reach target audiences to provide information and form brand awareness. Must be competent, well versed and able to comprehend consumer behavior trends, marketing concepts, principles, tactics, and generate creative ideas to assist in delivering effective Marketing and PR programs that will support Gila River Telecommunications and its Subsidiaries' reputation and future growth.

The Marketing Assistant reports directly to the Customer Service & Marketing Manager.

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### **PRIMARY JOB DUTIES:**

**Effectively and efficiently performs job duties, including:**

- Brainstorm and develop ideas for creative marketing promotions and public relations concepts.
- Assist in marketing activities by demonstrating knowledge in various areas such as content development, advertising, event planning, etc.
- Conduct marketing research to discover and understand consumer trends, habits, and needs.
- Communicate with tribal departments, organizations, and external vendors to perform promotional events and campaigns.
- Monitor marketing campaigns and promotions to completion and report on the results.

- Assists with promoting Telco services to the Gila River Indian Community and address issues facing competition from other providers and resellers of similar services.
- Collaborate and coordinate with all GRTI departments, and Subsidiaries on advertising, production, sales, and distribution of new and existing products and services.
- Design and create marketing materials such as quarterly newsletters, advertisements, brochures, flyers, website content, and bill inserts.
- Attend and participate in the Community, tribal department and other entity collaboration meetings
- Track and maintain marketing inventory to ensure adequate supplies and promotional items are on hand as well as ordering and requesting quotes as necessary.
- Participate in occasional customer visits to provide customer support and education on products and services.
- Support and share responsibility for miscellaneous GRTI projects throughout the year.
- Ensure GRTI Employee Handbook is understood and followed in a consistent and respectful manner.
- Perform other company-related duties as assigned.

## **SKILLS AND COMPETENCIES**

- General knowledge of telecommunication rules/regulations and FCC relationship to Tribal telecommunications companies.
- Strong written and verbal communication skills in technical and non-technical environments.
- High level of organization and attention to detail.
- Comfortable multi-tasking in a deadline-driven environment.
- Exceptional time management skills.
- Outgoing personality and strong interpersonal and social abilities.
- Exhibit problem solving and critical thinking skills.
- Familiarity with social media, social networking, and project management tools such as Monday, Trello, etc.
- Ability to work with a variety of personalities, ages, cultures, and styles.
- Be willing to take an interest in customer and community affairs; may be asked to travel throughout the service area for public relations purposes.
- Knowledge of the departmental and governmental structure of GRIC and familiar with GRIC district committees and meetings.
- Strong computer skills (Microsoft Office Suite); basic knowledge of Excel to track budget projects. Proficient in Adobe Photoshop, Illustrator, InDesign, competent on MAC and PC.
- Effectively communicate with co-workers and various business contacts in a professional and courteous manner.
- Maintain strict confidentiality guidelines in accordance with company policy.
- Work and contribute successfully within a culturally diverse work environment

## **EDUCATION AND EXPERIENCE**

High School Diploma or GED or High School Equivalence Certificate is required. Associate's degree in Communications or Marketing.

Two to three years of marketing or public relations experience is preferred, with experience in telecommunications, customer service and computers is desirable.

Must possess:

- Creativity and flexibility
- Proficiency in Microsoft Office Suite, Photoshop and Indesign
- Must be able to perform and complete multiple tasks
- Experience with social media platforms such as Facebook, Twitter, LinkedIn, and Instagram
- Digital photography and video editing experience a plus

Note: Any equivalent combination of education, training and experience that would enable the applicant to satisfactorily perform and meet the duties required of the position may be considered in meeting the stated minimum requirements.

## **ESSENTIAL JOB FUNCTIONS**

The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to use hands, to sit, lift up to 50 lbs., stoop, bend, reach with hands/arms.
- Must be able to sit for extended periods of time.
- Requires the ability to speak, read, write, see, and hear to perform essential duties of the job. Must communicate clearly in English.
- Must be able to distinguish colors.

## **EQUIPMENT USED**

Telephone, plotter, digital camera, and video camera.

## **ADDITIONAL REQUIREMENTS**

- Will be asked to provide 39 months driving record. Position requires insurability under GRTI insurer requirements.
- Will be required to pass a pre-employment drug test and background check.

As a matter of Company policy, all employment is on an at-will basis, meaning that employment shall last for so long as mutually agreeable. Either the employee or the Company may terminate the employment at any time with or without cause.

Preference in filling vacancies is given to qualified enrolled Gila River Community Members, other Indians, and non-Indian spouses of officially enrolled Community members in accordance with Tribal Employment Rights Office (T.E.R.O.) Ordinance (No. GR-02-09, Gila River Indian Community).

**Gila River Telecommunications, Inc. is an Equal Opportunity/Affirmative Action Employer, subject to Indian Hiring Preference.**