



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

**Position Title:** Marketing/PR Manager  
**Exempt Status:** Exempt  
**Department:** Marketing/Public Relations  
**Reports To:** Director of Community Affairs & Business Development

### **Job Summary:**

The Marketing/PR Manager leads a team of Public Relations and Marketing employees to provide Marketing and Public Relations products and services for Gila River Telecommunications and Affiliates.

The Marketing/PR Manager helps set the strategy and approach to achieve Company Marketing and Public Relations objectives in the residential, tribal, governmental, and commercial markets.

The Marketing/PR Manager reports to the Director of Community Affairs and Business Development.

### **Job Description Duties:**

- Provides oversight and direction to the Marketing staff, developing and maintaining department standards and operating procedures.
- Develops a strategic marketing, advertising, and public relations plan for GRTI and Subsidiaries.
- Develops and implements conceptual and creative recommendations for all collateral, promotional and advertising materials.
- Implements Strategy – Directs and assists in the development of sales and marketing campaign strategies for GRTI and subsidiary companies that focuses on each target demographic while also tying product and sales components together to complement overall full-service capabilities of each product and/or campaign.
- Conducts Project Management – Coordinates, supervises, and manages project deadlines and is responsible for each projects progress toward completion, implementation, deadlines and objectives.
- Provides monthly and quarterly reports – updates weekly reports of projects, their status, deadlines and responsible parties involved.
- Develops Budgets – Establishes cost parameters for each project to ensure cost efficiency and savings for hard costs associated with a final product.
- Conducts website updates and modifications.
- Develop and manage digital marketing strategies and campaigns (Paid Social, SEO, PPC Campaigns, etc.)
- Provides recommendations on content of all sales, product, and marketing material for print, web, e-marketing, and social media platforms.
- Directs public relations services to assist in campaign and product announcements.
- Defines and ensures adherence to quality standards, deadlines, and proper procedures, correcting errors or problems.
- Documents and maintains department systems, processes, and procedures to ensure operational efficiency and effectiveness.

- Develops Promotions – Designs and implements marketing promotions from concept to conclusion.
- Maintains Corporate Sponsorship – Assists in the enhancement of current partnerships and assists in negotiations for any new opportunities or renewals.
- Develops Brand Positioning – Establishes campaigns designed to make GRTI and subsidiary companies' premier choices within each respective market.
- Conducts Product and Program Research – Supplies and analyzes information to assist in developing comprehensive programs and promotions in each respective entity's competitive field.
- Ensures accuracy and security of all customer accounts, applying Customer Proprietary Network Information (CPNI).
- Shares and listens to ideas, keeps commitments, addresses problems and issues constructively and timely.
- Performs supervisory and managerial duties, including performance evaluations, identification of training needs, follow-through on employee inquiries, and resolution of employee issues and/or concerns. Is accountable for ensuring all performance reviews are completed on time, and seeks to appropriately reward employees for their work contributions to the Companies.
- Ensures GRTI Employee Handbook, is implemented fairly, consistently, and respectfully.
- Motivates team members to do their best to achieve company goals and objectives, and to act in accordance with GRTI Employee Handbook.
- Consistently and fairly performs role in staffing and employee development processes in accordance with GRTI policies and procedures.
- Pro-actively supports the identification and mentoring of Community talent in formal Apprenticeship Programs and other mentoring programs.

**Note:** This job description in no way implies that these are the only duties to be performed by this employee. She/he will be required to follow any other instructions to perform any other duties as requested by her/his supervisor.

## **SKILLS AND COMPETENCIES**

- Knowledge of digital marketing and advertising strategies that drive website traffic and result in successful conversions.
- Strong graphic design
- Ability to provide fair and consistent leadership to staff; evaluate the work of staff members and increase their ability to develop and grow skills and talents.
- Knowledge of the rural telecommunications markets
- Experience with Tribal Nations and Communities
- Knowledge of business and accounting principles; ability to prepare budgets and reports.
- Excellent writing skills, including articles, public service announcements, press releases, brochures, and reports.
- Strong computer skills: Excel, Word, Power Point, billing software (i.e. MACC)
- Graphic
- Working knowledge of design software for print, web, and video projects. (i.e. Adobe Creative Cloud Products)
- Ability to use digital camera equipment for photo and video projects.
- Effectively communicate with and establish effective relationships with co-workers, customers, government officials, and the general public.
- Highly organized with special attention to details and deadlines; ability to work with frequent interruptions.
- Use logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems.
- Exercise judgment and decision making; considers the relative costs and benefits of potential actions to choose the most appropriate one.
- Maintain strict confidentiality guidelines in accordance with company policy.
- Work and contribute successfully within a culturally diverse work environment.
- Consistently demonstrate high degree of integrity, honesty, and accuracy.

## **EDUCATION AND EXPERIENCE**

Bachelor's degree in Business, Marketing, Public Relations or other related field is desired.  
Five or more years of marketing and public relations experience, with 2-3 years in a leadership position is required.

Prefer knowledge of Gila River Indian Community and its people, culture, and traditions.

Must possess:

Knowledge of customer service, marketing, and public relations

Knowledge of business and accounting principles

Knowledge of Tribal Communities, culture, people, and traditions

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 20 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 perform and complete multiple tasks

## **EQUIPMENT USED**

Telephone; FAX, calculator, computer, monitor, printer, hardware and software packages, computer peripheral equipment i.e. mouse and keyboard; Microsoft Suite

## **ADDITIONAL REQUIREMENTS**

- Financial Background Disclosure may be required
- 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.**