

**Job Title: Director of Business Development and Marketing**  
**Department: Executive**

**Status: Exempt**  
**Reports To: General Manager**

**CUSTOMER SERVICE EXCELLENCE:** All jobs carry with them an overriding responsibility to provide extraordinary customer service in terms of quality, timeliness, and assistance. A commitment to service excellence is expected of all employees as they perform their tasks.

**GENERAL SUMMARY:**

The Director of Business Development and Marketing at ESTECH is responsible for identifying and developing new business opportunities, cultivating relationships with potential clients and implementing marketing strategies to promote the company's products or services. They also oversee the creation of marketing materials, advertising campaigns, and promotional initiatives to drive sales and increase brand awareness. Additionally, they collaborate with other departments, such as sales, product development, and finance, to ensure that business goals are aligned and timelines are met. Ultimately, the Director of Business Development and Marketing plays a key role in driving the overall growth and success of the organization. The ideal candidate would be a seasoned marketer, proficient in graphic design, website design, an innovator and progressive thinker who is both creative and analytical.

**SPECIFIC JOB DUTIES-MARKETING:**

- Oversee ESTech's integrated (digital and traditional) marketing plans for ongoing messaging as well as campaign-specific efforts (strategy, cross-collaboration, implementation, reporting).
- Play a strategic role in ongoing brand management and image development across all lines of business.
- Work directly with staff and vendors to execute communication/advertising efforts and placements through a clear understanding of marketing's goals.
- Tracks and reports on ad budgets across channels. Makes strategic recommendations.
- Develop and execute strategic social media campaigns (manages implementation, advertising placements, tracking, and reporting).
- Content creator, including graphic design, across multi-platforms to further establish and expand brand identity and presence.
- Ensure that all digital and traditional efforts are reflective of current and upcoming trends and that they align with the product line and marketing goals.
- Support ESTech's consumer insights through research and focus group efforts.
- Curate website content and updates and manage SEO.
- Write professional content for marketing efforts and publications.
- Participate in marketing and product strategy and planning workshops, attend industry events and conferences to stay up to date with industry trends and make new connections.
- Other duties as assigned.

**SPECIFIC JOB DUTIES-BUSINESS DEVELOPMENT:**

- Develops, establishes and evaluates the strategic plan for efficiencies, coordination, communication, and effectiveness across the company.
- Develops long range plans to ensure progressive growth of the cooperative.
- Reviews analysis of activities, costs, operations and forecast data to determine progress toward stated goals and objectives.
- Confers with Executive Staff to review achievements and discuss required changes in goals or objectives resulting from current status and conditions.
- Evaluates and prioritizes projects in collaboration with the management team.
- Ensures that all operational activities are carried out in compliance with local, state, and federal regulations and laws governing business operations.
- Analyzes situations and selects appropriate actions based on existing circumstances and changing conditions.
- Problem solves and assures resolution. Monitors to be assured desired results are obtained.
- Analyze, evaluate, and follow up on potential new service offerings, potential partnerships, joint ventures, new products, available funding, expansion of footprint, and all other business opportunities.
- Assists in preparation of annual operating and capital budgets.
- Performs promotional calls to businesses and developers.
- Performs all other related duties assigned by management.

**JOB REQUIREMENTS:**

- Ability to multitask while maintaining a high level of attention to detail
- Ability to communicate, both oral and written, in a professional and courteous manner
- Ability to organize and prioritize multiple work assignments
- Ability to maintain a high level of confidentiality
- Ability to meet with the public and customers
- High level of energy and enthusiasm
- Analytical Ability
- Knowledge of company products and services
- Knowledge of telephone industry regulations

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of telecommunications technology, products, and services
- Knowledge of company policies and procedures
- Knowledge of ESTech's products and services
- 5+ years' experience in marketing or related fields.
- Bachelor's degree in Marketing or Advertising preferred. A strong analytical aptitude with a high level of proficiency in Excel and PowerPoint for data manipulation, data reporting, and data visualization.
- Previous experience with Google AdWords, Adobe Creative Cloud with an emphasis on Illustrator and Photoshop, Hootsuite, HubSpot, ClickView, and Canva.
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**ESSENTIAL JOB FUNCTIONS:**

- Must be able to handle loads of up to 25 lbs. or more
- Must be able to stand or sit for long periods of time
- Excellent oral and written skills
- Ability to work well without close supervision
- Limited Travel required

**REPORTING REQUIREMENTS:**

This position reports to ESRTA office in Bennett, Colorado. ESRTA offers an excellent compensation and benefits package. This announcement is generally descriptive of the duties and qualifications of the job. It is not intended to be construed as an expressed or implied contract. ESRTA is an Equal Opportunity Employer. Applicants will be considered without regard to race, creed, religion, color, or national origin. In addition, unless the reasonable demands of the position require it, applicants are considered without regard to age, physical or mental disability, marital status, or sex. Eastern Slope will consider making reasonable accommodation for applicants with physical or mental disabilities if it will allow them to perform the essential functions of the job.