

FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION  
POSITION DESCRIPTION

POSITION:	Director of Marketing for Member Services	REPORTS TO:	Fiber Engineer
DEPARTMENT:	District Operations	DIRECTS :	None
EFFECTIVE:	01/2022	LEVEL:	

PURPOSE OF POSITION:

To create marketing plans and manage social media for French Broad EMC provided services such as phone, internet, mini-split heat pumps, and other future services.

MINIMUM JOB SPECIFICATIONS:

The following requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. The job requires integrity, positive attitude, interaction, energy, education, organization, and both intelligence and manual skills. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and be highly self-motivated.

Education and Experience:

Requires an Associate's degree in Marketing/Business and a technology background. A Bachelor's degree with experience in Wi-fi configuration, computer equipment, website design, website management, social media advertising and networking technologies is preferred.

Knowledge and Skills:

Require ability to be knowledgeable of French Broad EMC's policies and procedures, and safety rules and regulations. Requires knowledge of testing equipment, troubleshooting techniques, familiar with computer setup, internet connections and software. Require excellent written, verbal and interpersonal communication skills to effectively interact with members; flexibility to work varied hours. Require the ability to maintain current Standard First Aid and Adult CPR certification administered by the Cooperative. Must be competent in computer graphics / video editing and creating video advertisements for social media and other outlets. Possess strong verbal, written, and numerical communication skills, and strong capabilities on personal computers, test equipment and software applications.

Drivers License:

Require the ability to have and maintain a valid North Carolina driver's license with a good driving record.

WORKING CONDITIONS:

Work in various weather conditions; require flexibility to be available for overtime, and to work during emergency situations, as necessary. Require the physical ability in climbing, stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, grasping, talking, hearing, defined medium work. Require visual acuity in machine operation (a) and (c). Adverse weather conditions include defined (d), (e), (f), and ( h ) .

WORKING RELATIONSHIPS:

Internal: Two-way communication with immediate supervisor for mandatory approvals, training, and direction; with other personnel to obtain necessary service information.

External: Demonstrates an awareness that the job exists to effectively serve each and every member, and at every opportunity to achieve increased member and public understanding for support of the Cooperative.

FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION  
ESSENTIAL DUTIES

The following are the essential duties and performance standards of this position. The essential duties do not include marginal functions that are incidental to the performance of fundamental job duties. The scope and duties of a given position may change or be temporarily altered based on the business needs of FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

ESSENTIAL DUTIES:

The Director of Marketing for Member Services:

1. Employs various marketing strategies in an effort to attract additional Fiber to the home (FTTH) Internet customers
2. Creates marketing plans for French Broad EMC provided services such as phone, Internet, mini-split heat pumps, and other future services.
3. Coordinates customer contact, access to customer premises, initial evaluation, and customer test and acceptance on Fiber to the home (FTTH) installations.
4. Assists in performing and analyzing market surveys to gauge interest in FTTH service
5. Assists with grant application process for FTTH and other grants
6. Provides entry level support to FTTH customers
7. Manages FBEMC website and social media accounts for FTTH and other services
8. Ensures that all documentation is effectively completed and submitted, as appropriate for record keeping, mapping, and billing purposes.
9. Ensures that the highest quality of service is provided to promote superior customer satisfaction.
10. Adheres strictly to safety guidelines and requirements;

Other duties as needed and as directed:

1. Effectively completes documentation of fiber servicing activities, as directed.
  - A. Pursue potential customers in already served areas
  - B. Assist with grant proposals
  - C. Manage and update French Broad's social media and online presence
  - D. Design a marketing strategy for new offerings (phone, internet packages, mini-split)
  - E. Community outreach/support
  - F. Scheduling new Internet customers - keeping customer data up to date
2. Courteously addresses member complaints and requests for service.
  - A. Maintains current information on all FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION services and programs.
  - B. Refers member inquires to appropriate personnel when unable to assist members.
  - C. Promptly responds to member inquiries about metering and meter testing.
3. Maintains safety standards and awareness.
  - A. Establishes and maintains acceptable safety standards.
  - B. Maintains current knowledge of FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION's safety regulations and evaluation of personal compliance.
  - C. Performs in accordance with established safe environment.
  - D. Keeps equipment and work area clean and orderly.
  - E. Maintains compliance with traffic laws, safety rules and regulations.
  - F. Maintains capability to perform first aid, artificial respiration and CPR.

SUPPLEMENTAL DUTIES:

In addition to performing the essential duties of the position, the Manager of Marketing:

4. Interpersonal Skills
  - A. Demonstrates effective employee relations skills when interacting with other personnel without regard to race, sex, disability, national origin, color, religion, age, or Vietnam Era/disabled veteran status.
  - B. Maintains a professional and courteous manner.
  - C. Participation, teamwork, and an open and cohesive work environment are supported.
  
5. Attendance and Promptness
  - A. Reports to work at designated time and has regular acceptable attendance.
  - B. Provides availability for extra duty as required.
  - C. Volunteers for overtime when needed.
  
6. Work Quality
  - A. Accurately and thoroughly performs job duties.
  - B. Completes work with a minimum or no errors.
  - C. Evaluates and considers results of job responsibilities.
  
7. Business Appearance
  - A. Dresses appropriately for the position based on Cooperative standards.
  
8. Job Effectiveness
  - A. Demonstrates self-motivation.
  - B. Demonstrates effective planning and organizing skills.
  - C. Effectively sets priorities and performs in an efficient manner.
  - D. Completes primary job functions without duplication of efforts.
  - E. Demonstrates self-discipline without supervision.
  
9. Self Development/Technical Knowledge and Skills
  - A. Demonstrates current technical job knowledge and skills for effective performance of position duties.
  - B. Progresses in previously communicated performance improvement.
  - C. Demonstrates initiative to acquire additional knowledge for effective Job performance.
  
10. Effective Communication
  - A. Demonstrates proficient oral and written communication skills.
  - B. Demonstrates effective listening skills prior to taking action.
  - C. Communication to supervisor in all matters which affect their duties.
  - D. Effectively learns and accepts the Cooperatives practices, concepts, policies, and procedures.
  
11. Skills Required for Internet System
  - A. Understand the Internet System and the electrical features that may or may not affect it.
  - B. Demonstrate the ability to troubleshoot Internet problems and resolve them and have a solid understanding of how to use network troubleshooting tools.

APPROVAL DATE:

~~FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION  
POSITION DESCRIPTION~~

~~POSITION: Director of Marketing for Member Services    REPORTS TO: AMI Systems Manager  
DEPARTMENT: District Operations    DIRECTS : None  
EFFECTIVE: 01/2019    LEVEL:~~

~~PURPOSE OF POSITION:~~

~~To create marketing plans and manage social media for French Broad EMC provided services such as phone, internet, mini-split heat pumps, and other future services.~~

~~MINIMUM JOB SPECIFICATIONS:~~

~~The following requirements are subject to possible modification to reasonably accommodate individuals with disabilities. Some requirements may exclude individuals who pose a direct threat or significant risk to the health and safety of themselves or other employees. The job requires integrity, positive attitude, interaction, energy, education, organization, and both intelligence and manual skills. To perform this job successfully, an individual must be able to perform each essential duty satisfactorily and be highly self-motivated.~~

~~Education and Experience:~~

~~Require High School Graduate/Equivalent. Associates degree in marketing is desired with a technology background. Bachelor's degree with experience in Wi-fi configuration, computer equipment, and networking technologies are preferred.~~

~~Knowledge and Skills:~~

~~Require ability to be knowledgeable of French Broad EMC's policies and procedures, and safety rules and regulations. Requires knowledge of testing equipment, troubleshooting techniques, familiar with computer setup, internet connections and software. Require excellent written, verbal and interpersonal communication skills to effectively interact with members; flexibility to work varied hours. Require the ability to maintain current Standard First Aid and Adult CPR certification administered by the Cooperative. Must be competent in computer graphics / video editing and creating video advertisements for social media and other outlets. Possess strong verbal, written, and numerical communication skills, and strong capabilities on personal computers, test equipment and software applications.~~

~~Drivers License:~~

~~Require the ability to have and maintain a valid North Carolina driver's license with a good driving record.~~

~~WORKING CONDITIONS:~~

~~Work in various weather conditions; require flexibility to be available for overtime, and to work during emergency situations, as necessary. Require the physical ability in climbing, stooping, kneeling, crouching, reaching, standing, walking, lifting, fingering, grasping, talking, hearing, defined medium work. Require visual acuity in machine operation (a) and (c). Adverse weather conditions include defined (d), (e), ( f ), and ( h ).~~

~~WORKING RELATIONSHIPS:~~

~~Internal: Two-way communication with immediate supervisor for mandatory approvals, training, and direction; with other personnel to obtain necessary service information.~~

~~External: Demonstrates an awareness that the job exists to effectively serve each and every member, and at every opportunity to achieve increased member and public understanding for support of the Cooperative.~~

FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION  
ESSENTIAL DUTIES

The following are the essential duties and performance standards of this position. The essential duties do not include marginal functions that are incidental to the performance of fundamental job duties. The scope and duties of a given position may change or be temporarily altered based on the business needs of FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION. This document does not create an employment contract, implied or otherwise, other than an "at will" employment relationship.

~~ESSENTIAL DUTIES:~~

~~The Director of Marketing for Member Services:~~

- ~~11. Employs various marketing strategies in an effort to attract additional Fiber to the home (FTTH) customers~~
- ~~12. Creates marketing plans for French Broad EMC provided services such as phone, internet, mini-split heat pumps, and other future services.~~
- ~~13. Coordinates customer contact, access to customer premises, initial evaluation, and customer test and acceptance on Fiber to the home (FTTH) installations.~~
- ~~14. Assists in performing and analyzing market surveys to gauge interest in Fiber to the home service~~
- ~~15. Assists with grant application process for FTTH and other grants~~
- ~~16. Provides entry level support to FTTH customers~~
- ~~17. Manages social media information regarding FTTH~~
- ~~18. Ensures that all documentation is effectively completed and submitted, as appropriate for record keeping, mapping, and billing purposes.~~
- ~~19. Ensures that the highest quality of service is provided to promote superior customer satisfaction.~~
- ~~20. Adheres strictly to safety guidelines and requirements;~~

~~Other duties as needed and as directed:~~

- ~~1. Effectively completes documentation of fiber servicing activities, as directed.~~
  - ~~A. Pursue potential customers in already served areas~~
  - ~~B. Assist with grant proposals~~
  - ~~C. Manage and update French Broad's social media and online presence~~
  - ~~D. Design a marketing strategy for new offerings (phone, internet packages, mini-split)~~
  - ~~E. Community outreach/support~~
  - ~~F. Scheduling new customers—keeping customer cards up to date~~
- ~~2. Courteously addresses member complaints and requests for service.~~
  - ~~A. Maintains current information on all FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATION services and programs.~~
  - ~~B. Refers member inquires to appropriate personnel when unable to assist members.~~
  - ~~C. Promptly responds to member inquiries about metering and meter testing.~~
- ~~3. Maintains safety standards and awareness.~~
  - ~~A. Establishes and maintains acceptable safety standards.~~
  - ~~B. Maintains current knowledge of FRENCH BROAD ELECTRIC MEMBERSHIP CORPORATIONS safety regulations and evaluation of personal compliance.~~
  - ~~C. Performs in accordance with established safe environment.~~
  - ~~D. Keeps equipment and work area clean and orderly.~~
  - ~~E. Maintains compliance with traffic laws, safety rules and regulations.~~
  - ~~F. Maintains capability to perform first aid, artificial respiration and CPR.~~

**SUPPLEMENTAL DUTIES:**

In addition to performing the essential duties of the position, the Manager of Marketing:

4. ~~Interpersonal Skills~~

~~A. Demonstrates effective employee relations skills when interacting with other personnel without regard to race, sex, disability, national origin, color, religion, age, or Vietnam Era/disabled veteran status.~~

~~B. Maintains a professional and courteous manner.~~

~~C. Participation, teamwork, and an open and cohesive work environment are supported.~~

5. ~~Attendance and Promptness~~

~~A. Reports to work at designated time and has regular acceptable attendance.~~

~~B. Provides availability for extra duty as required.~~

~~C. Volunteers for overtime when needed.~~

6. ~~Work Quality~~

~~A. Accurately and thoroughly performs job duties.~~

~~B. Completes work with a minimum or no errors.~~

~~C. Evaluates and considers results of job responsibilities.~~

7. ~~Business Appearance~~

~~A. Dresses appropriately for the position based on Cooperative standards.~~

8. ~~Job Effectiveness~~

~~A. Demonstrates self-motivation.~~

~~B. Demonstrates effective planning and organizing skills.~~

~~C. Effectively sets priorities and performs in an efficient manner.~~

~~D. Completes primary job functions without duplication of efforts.~~

~~E. Demonstrates self-discipline without supervision.~~

9. ~~Self Development/Technical Knowledge and Skills~~

~~A. Demonstrates current technical job knowledge and skills for effective performance of position duties.~~

~~B. Progresses in previously communicated performance improvement.~~

~~C. Demonstrates initiative to acquire additional knowledge for effective Job performance.~~

10. ~~Effective Communication~~

~~A. Demonstrates proficient oral and written communication skills.~~

~~B. Demonstrates effective listening skills prior to taking action.~~

~~C. Communication to supervisor in all matters which affect their duties.~~

~~D. Effectively learns and accepts the Cooperatives practices, concepts, policies, and procedures.~~

11. ~~Skills Required for Fiber System~~

~~A. Understand the Fiber System and the electrical features that may or may not affect it.~~

~~B. Demonstrate the ability to troubleshoot fiber problems and resolve them and have a solid understanding of how to use fiber troubleshooting tools.~~

APPROVAL DATE: