



**Position Description – Director of Marketing
June 2023**

Overview

Mediatti Broadband Communications, Inc. (“MBC” or the “Company”) is the on-base High-Speed Internet and HD Digital Cable TV provider to U.S. military members and their families on Okinawa, Japan. MBC provides residential and non-residential HD digital cable TV and Internet services using wired and wireless DOCSIS cable modems, VDSL and fiber to the premise technologies. The MBC mission is to improve the quality of life for its customers by connecting them to family, friends, information, and entertainment through High-Speed Internet and HD Digital Cable TV with excellent customer service. The MBC vision is to always be the preferred service provider for Internet and cable TV by building and sustaining the most reliable network, creating loyal customer relationships, and delivering on every promise made.

Description

The Director of Marketing at MBC is a results driven individual who assists in the development, and coordinates the execution of, all sales, marketing, and promotional strategies of the Company targeted toward existing and new customers to achieve Company objectives for product, subscriber, and revenue budgets while enhancing the customers’ experiences and satisfaction. The Director of Marketing reports to the President / Chief Executive Officer of the Company.

Responsibilities

1. Develop, maintain, and enforce Brand Guidelines for the Company.
2. Develop, maintain, and execute a comprehensive annual Marketing Plan for the Company.
3. Direct the execution of sales and marketing strategies designed to achieve the Company’s budgeted objectives for subscribers and revenues through new customer acquisition and existing customer retention and expansion campaigns.
4. Execute the Company’s marketing, promotional, and advertising activities within budgetary requirements.
5. Design promotional materials, graphics, advertisements, and other content.
6. Execute the delivery of the Company’s messages to targeted audiences using all available tactics including, but not limited to, customer collateral, print advertising, TV, digital media, website, email, point of sale, public relations, press releases, and social media. Directs all activities with all third-party vendors used for advertising material creation, production, and placement.
7. Enhance the Company’s brand image through public relations, community events, and interaction with various key influencers and strategic partners. Represent the company at community events including festivals, concerts, Command meetings, new resident welcome events, UDP briefings, and town hall events.
8. Develop and implement concise, accurate, and relevant subscriber programs and collateral intended to inform and educate customers on ways to maximize their individual experience and satisfaction with MBC products and services.
9. Manage the MBC local access channel and develop messaging in support of MBC products and services.

Building 403 Unit 5265 APO, AP 96368-5265 - Kadena Air Base, Okinawa, Japan

10. Execute the new resident program for arriving service members (both accompanied and unaccompanied) working with key influencers (base command personnel, FROs, sponsors, housing officials, USO, and NAF entities) to make new residents aware of MBC's role as The On-Base Provider of High-Speed Internet and HD Digital Cable TV Services.
11. Conduct and evaluate routine on-going market research to recommend adjustments in marketing and sales strategies to meet changing market and competitive conditions. Monitor and maintain accurate SWOT analysis including products, sales, and marketing activities for all MBC competitors.
12. Assist the Senior VP of Customer Service and Sales in sales training programs to coordinate sales messaging in alignment with marketing and advertising strategies to achieve consistent customer messaging and achieve sales objectives.
13. Perform other reasonable duties as assigned or directed by Management

Qualifications and Requirements

1. Bachelor's degree in sales, marketing, advertising, public relations, or business administration or equivalent years of experience.
2. Three (3) years work experience directing marketing or advertising activities with a proven track record of successful program development and execution.
3. Knowledge of the cable TV and Internet industry is beneficial but not required.
4. **Proven digital design experience using Adobe Illustrator, Adobe Express, Canva, or comparable software.**
5. Knowledge of, or experience with, Microsoft Office, Google Analytics and Facebook Insights & Advertising.
6. Knowledge of, or experience with, basic editing in WordPress.
7. Knowledge of, or experience with mass email applications such as Benchmark.
8. Technologically inclined to learn new software and applications at a fast pace.
9. Ability to hear, read, write, and speak English fluently.
10. Excellent interpersonal skills with the ability to communicate both in one-on-one and large group environments. Public speaking skills with the ability to address large groups with clear and concise messaging with little or no advance planning.
11. Ability to complete tasks with little or no direct supervision working largely alone under tight deadlines.
12. Accuracy and attention to detail.
13. Technical aptitude with an ability to understand and communicate complex issues to different audiences with various levels of knowledge.
14. Ability to possess a SOFA driver's license with a clean driving record to periodically operate a company owned Y plated vehicle.
15. Ability to work hours outside of normally scheduled shift with little or no advance notice required.
16. Ability to lift and carry up to thirty (30) pounds.
17. Hand and finger dexterity to use office equipment.

Additional Notes

MBC reaffirms its commitment to providing equal opportunities for employment and advancement to qualified employees and applicants. Individuals will be considered for positions for which they meet the minimum qualifications and are able to perform without regard to race, color, gender, age, religion, disability, national origin, veteran status, sexual orientation, gender identity, current unemployment status, or any other basis protected by federal, state, or local laws.