



POSITION DESCRIPTION

Position Title:	Marketing and Communications Coordinator
Role Status:	Full Time / Non-Exempt
Location:	Nu'uuli, Am. Samoa
Reports to:	Marketing Manager
Business Unit:	Marketing
Date:	September 2021

Position Summary:

Provide professional and technical marketing expertise to manage advertising, public relations and various marketing promotional activities. He/She will also coordinate, execute, monitor, and measure Company's marketing and communications efforts and initiatives.

Key Accountabilities and Results Areas

(may be subject to change based on business goals/objectives)

<ul style="list-style-type: none">• Create content for both print and online advertising mediums including the company website, social media sites, print advertising, and related marketing collateral material
<ul style="list-style-type: none">• Identify various existing marketing and sponsorship opportunities with the objective of driving brand awareness and new acquisitions
<ul style="list-style-type: none">• Create, plan and execute marketing communications campaigns; assess and report on the effectiveness of communication campaigns
<ul style="list-style-type: none">• Create, organize and distribute the company's social media and online presence, analyze digital marketing trends, manage email campaigns and report on website analytics.
<ul style="list-style-type: none">• Tracking and manage the Marketing expense budget to ensure we meet payment requirements, and remain on budget

Major Responsibilities

<ul style="list-style-type: none">• Organize and direct multiple marketing, promotional and sponsorship events• Recommend techniques to improve the company's brand and public image• Make sure that all promotional and marketing materials meet the company's brand strategy• Identify and resolve any issues with promotional content in a timely and professional manner• Serve as point of contact for media, vendors, and customers• Coordinate press conferences, meetings, and presentations• Be flexible to work hours outside of normal business hours• Responsible for post marketing campaign analysis and recommendations• Generate ideas for creating marketing events and manage such events from end to end (at times in association with external marketing/media partners)• Negotiate with event organizers/media houses and closing deals in a cost-effective way• Provide training for Customer Care, Retail and other internal teams as needed

<ul style="list-style-type: none"> • Maintain regular communication with industry contacts and stay abreast of industry developments • Monitor competitor behaviour and review products to maximize or improve our current services • Management of Bluesky’s current marketing partnerships and contract portfolio ensuring that programmes are fully leveraged, costs minimized; ensure maximum benefit and value gained from sponsorships • Negotiate of new vendor contracts and renewals within company guidelines • Maintain strong, commercially successful relationships with marketing vendors, contractors and advertisers • Develop and administer annual and individual marketing contract or partnership agreements in accordance with company guidelines • Ensure that all budgets are monitored and met • Other related duties as assigned

Key Stakeholder Relationships

Internal Stakeholders:	<ul style="list-style-type: none"> • CEO • Management team • Staff
External Stakeholders:	<ul style="list-style-type: none"> • Vendors • Contractors • Media Contacts • Members of the Community

Key Requirements and Competencies

Qualifications/ Experience:	<ul style="list-style-type: none"> • Bachelor’s Degree in Commerce, Business Administration, Marketing, Communications, Telecommunications, related major or equivalent professional work experience • 2+ years of prior marketing experience
Knowledge/ Skills /Ability:	<ul style="list-style-type: none"> • Sound knowledge of telecommunications products and services • Excellent writing, verbal communication and presentation skills • Excellent analytical skills • Excellent social media skills; knowledge and ability to use multiple social media platforms and understanding how to use it as a marketing tool • High level of proficiency in Microsoft Office Suite applications including Word, Excel, Outlook • Strong leadership and organizational skills to develop and deliver against key marketing strategies • Strong interpersonal skills to motivate and work closely with a diverse, cross-functional team of professionals • Demonstrated ability to work effectively in a fast-paced and dynamic environment and easily adaptable to change; ability to work well under tight deadlines and multitask under pressure • Ability and flexibility to work after normal business hours as needed for various marketing events and projects • Highly organized, energetic, resourceful, and creative problem solver • Ability to work well with advertising agencies, the media, and public relations consultants • Possess the ability to lift, carry, push, and pull materials and objects up to 30 pounds or heavier weights with assistance and/or the use of proper equipment.

Organisational Competencies:	<ul style="list-style-type: none"> • Customer Service – Treats all customers courteously; is responsive to customer requests and elicits feedback from them to monitor their satisfaction; considers both the short and long-term interests of the customer in making service decisions; proactively identifies customer needs and takes responsibility for resolving customer complaints in a timely manner.
	<ul style="list-style-type: none"> • Learning Agility - Demonstrates a personal learning orientation; seeks and constructively uses feedback to build on strengths and manage weaknesses; is curious and shares learning, and in doing so creates an expectation in others to seek and learn from experiences.
	<ul style="list-style-type: none"> • Building Collaborative Relationships - Exhibits an ability to cooperate and collaborate with colleagues across Telecom to achieve shared goals; develops and maintains a range of internal and external networks to meet organisational objectives; looks for opportunities to support colleagues.
	<ul style="list-style-type: none"> • Self Management - Sets personal goals in line with business unit plans; takes responsibility for prioritising own work; looks for opportunities to improve performance; is passionate about achieving results.
	<ul style="list-style-type: none"> • Continuous Improvement – Looks for opportunities to apply continuous improvement practices / principles in their work area; responds to suggestions from others; applies new learning so as to improve individual and team performance.

Compliance

Business Compliance:	<ul style="list-style-type: none"> • Ensure a sound understanding and demonstrate commitment to and comply with all legislation and Bluesky policy relevant to the role and all activities undertaken in the role ethical performance in an effort to maintain a high standard of conduct expected and deserved by our customers and to enable the Company to continue to offer its services and comply with our Bluesky Code of Ethics and Conduct.
Health and Safety:	<ul style="list-style-type: none"> • Undertake all work in a safe manner and follow all company and workplace health and safety procedures • Identify new hazards and advise manager or workplace Health and Safety representative/coordinator within 24 hours of identification • Accurately report incidents and accidents to manager or workplace Health and Safety representative/coordinator as soon as possible.

Vision, Purpose, Values, & Way

Our Vision	Our Purpose	Our Values	The Bluesky Way
To be the most recognised and preferred company for connecting our Pacific communities around the world.	We apply technology and service excellence to advance and improve the lives of our customers	<ul style="list-style-type: none"> • Customer first • Team work • Integrity • Passion • Positive attitude and smile! 	<p>We take ownership and always do our best for customers.</p> <p>We respect and support each other.</p>