

## COMMUNICATIONS SALES & MARKETING ANALYST

### **PURPOSE AND NATURE OF WORK**

Positions are responsible for customer awareness, promotion, presentation, market surveys as well as the statistical analysis of new connects, sales and marketing activities, and using the resulting information to initiate changes in service and image of the Communications Department accordingly; researches demand for services, contacts potential customers, with some contract negotiation with commercial customers, and related. Positions work with considerable independence, initiative and leadership, report to the Communications Support Services Administrator, and have no supervisory responsibilities, but may provide general guidance to Public Information Specialist

**ILLUSTRATIVE EXAMPLES OF WORK** (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Marketing tasks include informing customers of services available, presenting and promoting the products, measuring effectiveness of sales and customer service activities, and initiating changes to improve them. Position ensures customers' image and experience with the Communications Department are positive. Queries data to monitor market share and Communications Department performance. Keeps abreast of industry and resident characteristics in the service area, trends in demand for services and initiates customer contacts and informatory presentations.

Sales work involves independent research and identification of markets, as well as using the results of statistical and trends analyses done by Marketing, for sales of communications services via fiber to the home, including identifying and initiating contact with potential wholesale and retail customers, as well as participating in agreement and contract negotiations. Keeps aware of competitors' services and rates and may provide comparisons as needed. Oversees contracted sales representatives, administers their incentives and commissions, and performs necessary sales training.

Assists regulator and rate analysis staff, may provide input regarding proposals of new or changed regulations and assist in reporting to Federal Communications Commission and Louisiana Public Service Commission. Performs related work as required.

### **NECESSARY KNOWLEDGE, ABILITIES AND SKILLS**

Thorough knowledge of availability of and market for, communications services including telephone, television and internet.

Thorough knowledge of services and pricing alternatives available to wholesale and retail customers by subscribers to LUS communications system.

Thorough knowledge of development and implementation of effective marketing and sales strategies and programs.

Knowledge of hardware and infrastructure required to deliver communications services to the customer.

Knowledge of state, federal and local laws governing communications business, contracts, pricing and related.

Ability to form and maintain effective working relationships with other Communications personnel, customers, elected officials and general public.

Ability to communicate clearly, verbally or in writing.

### **DESIRABLE EDUCATION AND EXPERIENCE**

Degree in Marketing, Advertising, or related business field, supplemented by working experience resulting in comprehensive knowledge of the utility communications services available and the markets for them.