

POSITION PROFILE

POSITION: Marketing Brand Ambassador	DEPARTMENT: Marketing
CUSTOMARY WORK HOURS: 8:00 a.m. to 4:30 p.m. (some evenings on occasion)	
CUSTOMARY WORK DAYS: Monday – Friday (Saturday and Sundays on occasion)	
SALARY GRADE: Range \$45,000 to \$80,000 annually	STATUS: TBD
REPORTS TO: Executive Management	

POSITION SUMMARY

As a PONDEROSA Brand Ambassador you will be the face of the brand at various field events, including key strategic events, building relationships and partners, generating opportunistic introductions, and supporting customer acquisition and activations. In this role, you will largely be responsible for the onsite efforts of the Ponderosa Marketing team.

PRINCIPAL ACCOUNTABILITIES

DAILY

- Spend up to 75% or more in the field making contact with targeted key relationships
- Coordinate, in-targeted markets, brand demos with Ponderosa managers and demo coordinators on schedules, product offering and demo guidelines
- Create a unique customer experience to increase brand awareness and build customer loyalty, and ultimately drive in-development sales.
- Capture demo results by timely reporting on all pertinent information into the tracking system including gathering important insights and consumer feedback to present to the PONDEROSA marketing team.
- Represent all PONDEROSA product lines across the entire portfolio, with a strong understanding of key features and benefits of services.
- Maintain relationships with existing sales channels (model homes, strategic partners) through POS placement and on site merchandising and other retail activities.
- Collect data regarding activity in the new residential developments to include street names, addresses, any new movement such as grading, foundation forms, new models, homes completed.
- You will maintain a high visibility in the development and provide direct access for developers, builders, construction supervisors, sales office personnel should they have a need to communication with Ponderosa. You will reach out to the appropriate Ponderosa personnel to ensure our responsiveness to the development.
- Understands and accepts the necessity for reporting to work, on time, and is ready and able to perform the duties and responsibilities of the position on a daily basis
- Proactive involvement in the Company's Safety Program, including compliance with all rules and regulations, and for continuously practicing safety while performing their duties

PERIODIC

- You will also verify placement of certain Ponderosa infrastructure such as interior micro conduit, drop conduit, buried facilities and report and unusual activity to the appropriate Ponderosa management for investigation or action.
- Support marketing events relevant to the brand and to the region.
- You'll be responsible for partnering with like-minded companies in your region.
- Participate in strategic coordination and execution of promotional initiatives, reaching consumers where they live, play and shop in the new developments.

- Seed and develop new relationships with market influencers, ultimately leading to increased brand visibility.
- Communicate success stories, key learnings, and other activities to your Field Marketing Team Lead.
- Promote Ponderosa initiatives through personal network and social media support.
- Engage and educate consumers through promotional awareness and sampling.
- Assist in the development of the annual Marketing Plan
- Prepare weekly and monthly Marketing reports
- Perform research to develop product market share forecasts
- Perform research to assist in the development of the Marketing Budget
- Conduct sales training for internal staff
- Attend various technical, marketing and industry seminars and training courses
- Represent the department in various Company meetings
- Represent the Company in various community and industry meetings or speaking engagements
- Do unexpected acts of kindness for others to build the Ponderosa brand.
- List of principal accountabilities is not exhaustive and may be supplemented as necessary

KEY PERFORMANCE FACTORS

ACHIEVING RESULTS

- Applies knowledge of the job. Applies knowledge to new or challenging situations
- Applies technical skills (includes applying existing skills in new or challenging situations)
- Accepts responsibility for and follows through on tasks, assignments, and other responsibilities in a timely manner
- Meets departmental standards for productivity (rated on the basis of work accomplished to volume of work)
- Performs duties with accuracy, thoroughness, attention to detail, and neatness
- Sets challenging, but realistic goals
- Holds self accountable for individual results
- Monitors quality of own or others' work (e.g., double-checks the accuracy of information or work product; checks to ensure that procedures are followed)
- Takes actions to solve a problem or overcome an obstacle to achieving results
- Makes specific changes in work processes or own work methods to improve performance (e.g., does something better, faster, at lower cost, more efficiently; improves quality, customer satisfaction, morale, revenues)
- Performs work in a safe and healthful manner and in accordance with the Company's Safety Program

PROACTIVITY

- Recognizes tasks, activities, assignments to be done and completes them without specific directive or actively seeks new duties or challenges
- Offers one or more ideas to improve work processes or departmental productivity. Initiates actions to address an anticipated problem or obstacles. Actions are within the constraints of respective authority
- Has the ability to seek information from a wide variety of sources concerning a problem or issue affecting a specific project or department as a whole

TEAM ATTITUDE

- Expresses the belief that others are fully capable of contributing to the work process and being effective when given the chance

- Participates willingly in departmental or work group decisions. Demonstrates commitment to achieving departmental goals by assisting others, even if the task is not a part of their primary roles and responsibilities
- Shows respect for other's intelligence by appealing to reason
- Genuinely values others' input and expertise and is willing to learn from others (including supervisors, peers, and subordinates)

ORGANIZATIONAL COMMITMENT

- Respects the ways things are done in the organization and does what is expected (e.g., dresses appropriately, presents the Company in a positive light). Follows Company policies and procedures
- Respects and accepts what management sees as important
- Understands and accepts the necessity for reporting to work on time, and is ready and able to perform the duties and responsibilities of the position on a daily basis.
- Makes choices and sets priorities to meet Company's needs
- Cooperates with others to achieve organizational/departmental objectives
- Publicly acts to fit the Company's mission

FLEXIBILITY

- Understands other people's point of view
- Able to shift easily from one task or focus to a different one
- Willing to change ideas or perceptions based on new information or contrary evidence
- Decides what to do based on the situation (e.g., acts to fit the situation or person)

SELF-MANAGEMENT

- Demonstrates an ability to handle stress on the job (e.g., able to multi-tasks, prioritize)
- Controls own strong emotions, such as anger or extreme frustration. Remains calm in stressful situations, addressing difficult problems one at a time
- Remains productive under stress. Deals with stress directly and does not allow stress to weaken one's ability to complete a task or interact effectively with others

CUSTOMER SERVICE ORIENTATION (internal and external)

- Gives friendly, cheerful service
- Follows through on customer inquiries, requests, complaints
- Keeps customer up-to-date about progress of projects (but does not probe customer's underlying issues or problems)
- Maintains clear communication with customer regarding mutual expectation, monitors customer satisfaction

PHYSICAL REQUIREMENTS

- Possesses the ability to speak clearly and understandably and hear communications by telephone and in person
- Possesses fine and gross manipulation skills
- Must have good vision (with correction)
- Must be able to sit for prolonged periods of time
- Must have minimal ability to stand, sit, squat, bend, kneel, twist, crawl, reach, lift, balance, carry, push, and pull as required for GPS surveying, navigating active construction sites, locating existing facilities and standard office clerical functions.
- Must be able to lift 50lb. maximum with frequent lifting and/or carrying objects weighting up to 25lb.

QUALIFICATIONS

EDUCATIONAL REQUIREMENTS

- Bachelor's degree in Marketing, Communications, Public Relations or Advertising

TECHNICAL REQUIREMENTS

- Computer literate with experience in Microsoft Word, Excel, Access, Power Point and desktop publishing
- Superior presentation, written and analytical skills, plus demonstrated skills to handle a variety of assignment simultaneously
- Experience with information systems, consumer marketing, sales training or the Internet of Things (IoT)

WORK EXPERIENCE

- 2 years' experience in public relations, sales or customer care or similar direct contact position required.
- Demonstrated ability to work under deadline pressure and extra hours if needed on assignments

ENVIRONMENTAL CONDITIONS

GENERAL OFFICE CONDITIONS

Exposure to an air-conditioned/heated office environment with exposure to low noise levels from office equipment and voices. No exposure to notable hazards or unusual atmospheric conditions

OUTDOOR CONDITIONS

Exposure ranges from mild to extreme weather conditions, including heat, cold, humidity, rain and snow. At times, personal protective equipment and clothing are the only protection provided against the elements.

THIS POSITION PROFILE DOES NOT PROMISE OR IMPLY THAT THE ACCOUNTABILITIES LISTED ARE THE ONLY DUTIES TO BE PERFORMED OR THAT THE POSITION MY NOT CHANGE, OR BE ELIMINATED. JOB TASKS AND RESPONSIBILITIES ARE NOT EXHAUSTIVE AND MAY BE SUPPLEMENTED AS NECESSARY. THE REQUIREMENTS FOR THE POSITION ARE REPRESENTATIVE OF THE KNOWLEDGE, SKILL AND/OR ABILITY TO PERFORM DUTIES OF THE JOB. JOB TASKS AND RESPONSIBILITIES MAY BE ALTERED AT ANY TIME, WITH OR WITHOUT WRITTEN NOTICE. IN NO WAY DOES THIS DOCUMENT ALTER THE AT-WILL STATUS OF THE PONDEROSA TELEPHONE CO.

APPROVALS	
DIRECTOR OF OPERATIONS:	DATE:
HUMAN RESOURCES MANAGER:	DATE: