

Director of Marketing

Position Summary

The Director of Marketing will oversee the implementation of Ponderosa's brand communication and marketing strategies, including digital marketing, targeted campaigns, branding events, sales initiatives, and public relations. This role calls for expertise in marketing strategy, creative content development, social media, sales promotions, community outreach, and partnership building. The ideal candidate is a collaborative team player with strong verbal and written communication skills, and a proven ability to deliver effective marketing services in a dynamic, competitive environment.

Key Responsibilities

- Continuously monitor workflows to identify inefficiencies and implement process improvements that increase productivity and impact.
- Design and execute multi-channel marketing campaigns that drive brand awareness and customer engagement across digital, social, print, and community platforms.
- Direct the development and delivery of compelling brand messaging and promotional materials that support strategic business objectives.
- Oversee all marketing operations, ensuring effective budgeting, flawless campaign execution, strong vendor relationships, and accurate performance measurement.
- Expand the company's public profile by fostering relationships with community stakeholders, influencers, and strategic partners.
- Serve as a company representative at high-visibility community events, regional promotions, and industry conferences to strengthen brand positioning.
- Equip sales teams and community developers with impactful branded assets, promotional tools, and targeted training to support revenue growth.
- Leverage market research and data analytics to shape marketing strategies, identify emerging opportunities, and optimize outreach initiatives.
- Deliver clear, data-driven reports on campaign performance, customer insights, and ROI to the executive team for strategic decision-making.

Qualifications

- Bachelors degree in Marketing, Communications, Public Relations, or a related field; Masters degree preferred.
- 10+ years of progressive experience in marketing, communications, or public relations; telecommunications industry experience preferred.
- Proven leadership and project management skills with the ability to drive cross-functional initiatives.
- Proficiency in Microsoft Office Suite and marketing design tools.
- Exceptional written and verbal communication skills, with a strategic, creative, and data-driven approach.



Qualifications continued...

- Ability to thrive in a fast-paced environment with shifting priorities.
- Willingness to travel locally up to 25% for events and on-site engagements.

Ideal Candidate

Will be a collaborative team player with exceptional verbal and written communication skills and proven experience delivering marketing services in a dynamic, competitive environment. This individual will be a skilled communicator with a passion for branding, strategic planning, and community engagement. This individual will also thrive in collaborative settings, brings a solutions-focused mindset, and is driven to deliver meaningful, measurable results.

About Us

At Ponderosa Telephone, we are committed to fostering communication and integrity. Every day, we approach our work with optimism, joy, and a passion for connecting communities. As a family-owned business, we work together to empower generations and help shape the future of telecommunications.

Why Join Us?

Generous Benefits: Although we are a small, family-owned business, we offer an extensive benefits package that rivals major corporations in the telecommunications industry. Many of our employees find the benefits to be incredibly generous.

Strong Relationships: At Ponderosa the size of our business allows for easy relationships with supervisors and coworkers. Our team quickly develops a strong sense of belonging and mutual respect.

Work-Life Balance: We understand the importance of balance. Most employees find that scheduling and using time off is simple and flexible.

Supportive & Fun Work Environment: We foster a workplace where team members respect one another but also enjoy having fun while getting the job done.

Impactful Work: Ponderosa is at an exciting, pivotal point as we expand our services and push the boundaries of technology. The opportunity to drive high-speed rural broadband services is vital, especially in today's world, where reliable internet is essential for connecting people, enhancing education, boosting local businesses, and providing services to underserved areas. It's not just about providing internet—it's about changing lives and connecting the future.

How to Apply

Interested candidates are encouraged to apply by submitting their resume and a cover letter to hr@ponderosatel.com. We look forward to hearing from you and potentially welcoming you to our team!

Ponderosa Telephone is an Equal Opportunity Employer.

Location: O'Neals, CA (On-Site)

Employment Type: Full Time/Exempt

Work Schedule: Monday-Friday; 8:00am to 4:30pm

Salary: \$79,000-162,500; DOE