

**Title: Director of Marketing**

VernonCom is seeking a strategic and result-oriented individual with expertise in Marketing.

Description:

Do you have a passion for creating lasting impressions? Does the excitement of a fast-paced and ever-evolving industry captivate you? We are looking for a Director of Marketing to spearhead our initiatives and enhance our organization's impact.

As the Director of Marketing, you will play a key role in shaping and executing our marketing strategy. You will lead efforts to strengthen our brand presence, captivate our audience, and boost sales and revenue through our services. This role requires a strategic thinker with a proven track record in marketing. The Director of Marketing works directly with CEO to draft, develop and execute marketing plans and strategies. Maintains and promotes brand awareness.

Researches, evaluates, and develops new services and business opportunities. Responsible for ongoing analysis of selling prices and market penetration. Continually evaluates company's competitive position. Tracks the success of marketing efforts and provide reports to CEO. Using analytics, be able to present to CEO analysis to guide decision making processes with regards to Company products and services.

Potential Responsibilities:

- Ensures attainment of company marketing objectives, brand awareness, and competitive position by developing marketing plans and strategies for new and existing products and services. Oversees implementation of strategies in accordance with company objectives.
- Lead and oversee the research, evaluation, analysis, and implementation of new products and services in collaboration with the CEO.
- Establishes measurements and controls to continually monitor pricing strategies, sales volume, market penetration, and margins.
- Continuously promote and sell new and existing product offerings, in order to maintain and improve the public image and competitiveness of the company. Communicate with others to maintain current product and service offerings, and to assist in the development of new products and services.
- Collaborates with Member Relations Manager to coordinate and be involved in professional and community organizations. Promote the company throughout the service area by actively participating in community events, which may include evening and weekend work.
- Works with Member Relations Manager to coordinate all social media and digital marketing for the company, company events and press releases and other related activities along with overseeing and editing the company website.
- Works directly with Customer Service and various departments to support their efforts.



Position Requirements:

- Excellent verbal and written communication skills.
- Thorough understanding of market developments.
- Thorough understanding of marketing strategies and practices.
- Excellent interpersonal and customer service skills.
- Excellent organizational skills and attention to detail.
- Ability to organize and prioritize multiple assignments.
- Strong analytical and problem-solving skills.
- Strong supervisory and leadership skills.
- Ability to make sound decisions using data.
- Proficient with Microsoft Office Suite or related software.
- Ability to communicate with customers, employees and various business contacts in a professional and courteous manner.

Physical Requirements:

- Office environment with occasional exposure to outside work (enduring temperature extremes), and frequent vehicular travel.
- Sitting for prolonged periods of time.
- Must be able to lift and maneuver at least 10 lbs.

Job Type: Full-Time, Exceptional Benefits, Evenings and Weekends as necessary for events.

Pay: Based on experience.

Work Location: 103 N. Main Street, Westby, WI 54667

If you're interested in joining our team, please submit application, cover letter and resume to aswiggum@vernoncom.coop. Position open until filled.