



Marketing Specialist Job Description

Job Title	Marketing Specialist
Terms	Full-time hourly with bonus opportunity
Salary	\$20 - \$25 per hour based on experience
Location	Washington, DC

Who We Are:

Founded in 1999, DC Access is the only locally owned and operated Internet Service Provider in Washington, DC. The company offers WiFi and digital living consultations to residential and commercial customers in several Washington, DC and Northern Virginia neighborhoods. DC Access also operates Free TV DC, which installs rooftop antennas that allow residents to take advantage of broadcast digital television.

Job Summary:

The Marketing Specialist with DC Access is a critical business operations role; primarily responsible for creating and implementing external marketing communications to prospective customers and business partners; as well as communicating with prospects and current customers via phone, providing accounting and sales support, and acting as primary liaison to customers and field employees.

You are someone who:

- effectively communicates;
- can collaborate with other staff members;
- must be flexible in handling multiple tasks of different nature;
- has the ability to prioritize efficiently;
- values the company's goal of providing reliable, affordable internet service combined with outstanding customer support;
- is a detail-oriented person, able to keep track of multiple tasks;
- always has the customer first in mind;
- encourages a highly collaborative work environment;
- and when presented with a challenge, doesn't quit until a solution is found.

Experience Required:

- Basic understanding of internet access and streaming
- Advanced computer skills in MS Word, Excel, PowerPoint, G-Suite, Wordpress and ability to learn other software quickly
- Strong social media skills on all platforms
- Strong written and verbal communication
- Excellent customer service skills
- Strong problem solving skills
- Detail-oriented and organized
- Ability to prioritize and manage multiple projects
- Ability to document and communicate customer issues to internal staff through non-technical descriptions that are provided by customers

- Ability to communicate with DC Access staff and customers using standard DC Access communication tools including email, text and phone
- Available for flexible work schedule (occasional evening or weekend marketing events)
- Bachelor's degree required

Key Responsibilities:

Perform marketing and customer service functions in accordance with DC Access Policies and Procedures to include:

- Marketing:
 - Develop, implement, and track marketing programs such as email, social media, or digital campaigns, website and events
 - Collaborate with Executive and Customer Service teams to develop and monitor strategic marketing initiatives
 - Analyze and report on the performance and efficiency of campaigns
 - Conduct market research and analyze trends to identify new marketing opportunities
 - Develop and create marketing materials in conjunction with outside marketing firm, such as sales and product collateral, and ensure brand guidelines are met
 - Write, proofread, and edit creative and technical content across different mediums
 - Maintain CRM system so that it adheres with the prospect life cycle procedures
 - Create and maintain reports in the marketing CRM
 - Create and maintain a lead generation and follow up process for customers in homes and Apartment and Condo buildings
 - Proactive and reactive business development for new MTUs; create presentations, follow up with leads and work with building managers and developers
- Customer Service:
 - Phone support: answer the phone, diagnose and solve customer complaints in a professional and polite manner; legibly capture and deliver to the appropriate party detailed messages; schedule appointments; and manage various forms of critical correspondence in the following areas:
 - Tech support: provide level 1 support and escalate to install technician as required or schedule an appointment
 - Sales support: engage with prospects and existing customers by answering questions, resolving any issues and scheduling appointments
 - Billing support: respond to customer billing inquiries, concerns and requests; collect updated or new credit card information, and follow up with additional invoicing as required
- Create and maintain DC Access Procedures as appropriate
- Craft quarterly Rock (goal) with supervisor and complete on time
- Formulate projects that improve business operations
- Coordinate all daily business efforts through effective collaboration and communication
- Perform the following duties when the Account Manager is unavailable:
 - Create and maintain the company, administrative and tech scorecards
 - Follow up with customers on late payments and credit card updates
 - Enter customer checks and create deposits
 - Print monthly invoices and mail to clients

Benefits of DC Access:



- Flexibility and respect for life outside of DC Access
- Five days Paid Time off and Five paid holidays
- Team appreciation days
- Casual dress code