

DATE POSTED: April 23, 2019
CLOSING DATE: May 07, 2019 – 5:00 P.M.

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Job Announcement

The following full-time position is available in our organization. Interested applicants who meet the Minimum Qualification Requirements must submit an IT&E employment application form to the Human Resource Office no later than the posted closing date above.

JOB TITLE: BRAND, PUBLIC RELATIONS MANAGER
DEPARTMENT: MARKETING
LOCATION: GUAM
SALARY LEVEL: 12
STARTING SALARY: \$70,886.00 (negotiable based on experience)
FLSA STATUS: EXEMPT
JOB POSTING #: #7022/#G-40-2019-04

Job Summary:

The Brand, Public Relations Manager will focus on transforming the business from one that is viewed as a mobile, TV, Internet, Home Phone network provider, into a service business, harnessing communications technology across a very broad spectrum of needs by making the brand a more emotive and engaging one, with an inclusive, empathetic style and an ability to engage its customers through a suite of communications, retail and customer service changes that reflect their changing consumption habits.

The Brand PR Manager will drive IT&E to achieve the ultimate engagement of existing clients and potential clients with the brand – both Consumer and Business.

Through an effective internal and external Communications Strategy he/she will insure that all communications recommendations are optimally engaged with overall business goals.

Essential duties and responsibilities:

The Employee will:

1. Know and uphold the established IT&E Mission, policies and procedures, relevant provisions of the union agreement, IT&E and Department objectives, quality assurance and safety programs and standards.

2. Define key business drivers and objectives and work with the Project teams to translate these into appropriate communications objectives prior to any specific brief being identified for individual projects or development of strategy/asset proposals.
3. The output of the role includes:
 - Develop an annual Strategic Communications Plan
 - Prioritize key project briefs/assignments
 - Prepare Individual Project Briefs as dictated by business needs and/or strategic priorities for the company
 - Work across the creative team and other internal stakeholders to ensure the correct Brand Strategy & Execution is employed across the business.
 - Lead, develop and coach a team of coordinators and managers to build their skills and raise performance so they are the best they can be
 - Develop outstanding, best in class creative campaigns that reflect our strategy.
 - Coach and support the career development of the Brand team
 - Restless drive for innovation and a personal interest in an outstanding communications strategy and execution.
 - Combine consumer and media insight, analytic and strategic communications expertise to focus on solving real business problems.
 - Seek out and share examples of excellence in Communications execution.
4. The Brand Manager will also take on the role of managing IT&E's Enterprise Brand which will include the following responsibilities:
 - Manage all communications, including Above the Line, Below the Line, Public Relations and Promotions budget for corporate products and services.
 - Work closely with the corporate Sales Team to deliver effective advertising campaigns
 - Develop a full suite of corporate collateral ranging from folders, brochures, pitch documents and event collateral.
 - Develop and manage a set of imagery aligned with the brand guidelines but relevant to Corporate Services.
 - Be seen as an instrumental partner for the Corporate Sales team.

QUALIFICATIONS:

Minimum Qualification Requirements:

Education: Bachelor's degree from an accredited college or university in marketing, advertising, communications, business management or related field or equivalent work experience.

Work Experience: In addition to education, five years of progressive marketing experience, with at least two of the five years in a senior level marketing position. Strong computer skills, including Internet, MS Office (Word, Excel, etc). Solid interpersonal communications skills. Highly motivated individual.

Licensure/Certification/Professional Association:

None required.

Knowledge, Skills and Abilities:

1. Knowledge of:
 - a. Marketing techniques, concepts and theories
 - b. Producing product-marketing literature, films and other point of sale materials
 - c. Principles and concepts of team building, strategic planning and resource management
 - d. Telecommunications standards and practices, trends and technologies
2. Skills in:
 - a. Leading teams and building their skills
 - b. Managing stakeholders
 - c. Analyzing performance results to determine methods of improving service
 - d. Preparing written reports, statistics and analyses
 - e. Preparing and delivering oral presentations
 - f. Analyzing product needs and determining solutions
 - g. Facilitating team and client meetings effectively
 - h. Managing human and material resources.
 - i. Researching and analyzing market trends
 - j. Using personal computer and applicable software programs
 - k. Developing financial analyses and business metrics
3. Ability to:
 - a. Comprehend the technical aspects of wireless telecommunications products and services
 - b. Work with minimal supervision
 - c. Project manage, organize and process requests, as required.
 - d. Communicate clearly, concisely and accurately with all levels of staff and customers, both verbally and in writing
 - e. Plan, coordinate, review and correctly modify projects, programs, activities and events to ensure their success
 - f. Deliver mass marketing and promotional program activities
 - g. Create a team environment and maintain employee moral; work as the lead or member of a project team
 - h. Learn and adapt to varied work assignments
 - i. Remain obsessively customer focused
 - j. Resolve and/or escalate issues in a timely fashion
 - k. Drive and execute highly creative concepts.
 - l. Live the embodiment of the IT&E Culture
 - m. Assume responsibility for the accuracy of work performed

Must be able to work a full time schedule, which may include evenings and weekends. May require traveling for short and extended durations

As an Equal Opportunity/Affirmative Action Employer, we afford equal opportunity to all applicants and employees for hire and promotion without regard to race, color, origin, gender, age, marital status, religion, veteran status, gender identity, sexual orientation, pregnancy or disability or genetic information.

IT&E is a Drug Free Workplace