



Keeping *you* connected to the things that *matter* most.

Marketing & Sales Assistant

Park Region is a dynamic and innovative regional communications company with an immediate opening for an organized, detail and results orientated Marketing & Sales Assistant. The position is responsible for assisting the Business Operations Department in all aspects of marketing, sales, public relations, and advertising.

Job Title:	Marketing & Sales Assistant
Department:	Business Operations
Reports To:	Business Operations Manager
Salary Range and Status:	\$24.00 - \$28.00 Non-Exempt (Hourly) Full Time <i>This range is subject to adjustment – either lower or higher – based on the candidate’s experience and qualifications.</i>
Hours:	Typically, 8-5 pm M-F with flexibility as the position demands (Company events require after hours work.)
Location:	Fergus Falls, MN Otter Tail Telcom Office (This position requires on-site attendance.)

ESSENTIAL DUTIES AND RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily.

- Responsible for planning and executing marketing initiatives for new and existing products and services across digital, print, and social media platforms.
- Create brochures, advertisements, newsletters and other public communications.
- Utilize social media to market company products and services, build customer relationships, and educate the public.
- Assists in the preparation of business operations reporting, PowerPoint presentations, and general departmental communication.
- Able to provide and/or interpret analytical reports as needed.
- Collaborate with various advertising entities for distribution of company ads.
- Research and analyze the market to determine appropriate business strategies and may assist the business operations manager in delivering those results.
- Maintain department database and provide support to sales and service technicians.
- Measure the effectiveness of marketing, advertising, and communications programs and strategies.
- Conduct competitive analysis, including pricing, sales trends, and marketing/distribution strategies.
- Serve as a company representative in engagements with customers, business owners, and the public.
- Coordinate company participation in fairs and expositions by completing registrations, arranging display booths, ensuring appropriate products and supporting literature are available, and booth staffing coverage.
- Responsible for the execution of the company’s participation in community parades, including developing schedules, coordinating vehicles, and managing the distribution of candy and promotional items.
- Co-Lead of the annual meeting and customer appreciation event.
- Ad video content to PRTV Channels 1 & 2 and Local Weather Channel.

- Monitor and manage marketing expenses, including reviewing and submitting invoices for approval.
- Inventory management of in-house premiums, prizes, and giveaways.
- Assist with development and updating of online service applications.
- Produce and program marquee ads.

QUALIFICATIONS

The requirements below represent the required knowledge, skill, and/or ability.

- Familiarity with the telecommunications industry is desired, and a solid understanding of marketing principles and practices.
- Skilled in operating office equipment, including computers, relevant software programs, and phone systems.
- Excellent verbal and written communication skills, with the ability to present effectively to customers, employees, and the public.
- Strong analytical and problem-solving skills; capable of performing financial calculations and budget management.
- Exceptional customer service with a consumer-focused mindset.
- Willingness to learn, adapt, and implement new technologies, tools, or workflows.
- Self-motivated, team-oriented, enthusiastic, and able to multitask effectively.
- Willing to receive and provide feedback in a positive and productive manner.

EDUCATION and/or EXPERIENCE

- High school diploma or GED.
- AAS Degree in Marketing & Sales Management or related degree.
- Experience in video content creation and web design development is desirable.
- Experience preferred with social media management.
- Proficient in Microsoft Office Suite, Adobe Creative Suite including InDesign, Photoshop & Illustration, and various other office tools.

SUPERVISORY RESPONSIBILITIES:

None

LICENSES & CERTIFICATES REQUIRED

- A valid Class D Motor Vehicle License Required.

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be provided as needed to enable individuals to perform the essential functions of the position.

This role involves a combination of sedentary and active tasks. The employee will regularly use their hands for typing, handling materials, and operating office equipment. Communication skills involving speaking and listening are essential.

- Frequent sitting is required, with occasional periods of standing, walking, bending, kneeling, or crouching.
- The role may occasionally involve lifting or moving items up to 25 pounds.
- Visual requirements include the ability to see clearly at close range, distinguish colors, detect peripheral movement, judge depth, and adjust focus as needed.

*This job description is not intended to be all-inclusive of duties that will be assigned.
Reliable attendance is required.*

Position Benefits

401(k) match and profit share upon eligibility

Health Insurance with an attractive cost share between employer and employee

- Includes Vision Care and the ability to participate in HSA or Flexible Spending Accounts

Free dental, life, and long-term disability insurance

Paid time off, extended illness benefit pay, holiday pay, funeral leave, and blood donation time

Annual company clothing allowance and company service discounts

Application Process

As part of your application, please include a portfolio or samples of your work. For example, social media posts, ads, event materials, or design work.

Please submit a cover letter and resume through our Application of Employment online at www.parkregion.com/about-us/careers/

Attn: Tina Frigaard, HR Manager

Application Deadline: Thursday, June 12th, 2025, end of day
Equal Opportunity Employer