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CAREER OPPORTUNITY

Marketing Administrator

About Us:

MetaLINK Technologies has been serving our customers since 1996 providing High-Speed Broadband Internet, Fiber Transport, Co-location, Web Hosting, and Hosted Phone Services and systems.

Locally owned and operated, our goal as your service provider is to offer you and your business fast, reliable Internet access and professional world class technical support to keep your connection running smoothly.

We are proud of the quality services that we provide to your businesses and households. We are active community members reaching out to help continue to build on the strength of our hometowns.

Serving Northwest Ohio, Northeast Indiana, and Southern Michigan, our footprint of services is growing along with our professional services we provide.

Benefits

- Major Medical – Dental – Vision
- HSA – monthly company contribution
- Life Insurance
- Short Term Disability Insurance
- Long Term Disability Insurance
- Workers Compensation
- 401(k) with Company Match
- Holiday Pay
- Paid Time Off
- Bereavement Leave
- Educational Reimbursement
- AFLAC Supplemental Insurance

Perks

- Costco, Sam's Club or Zoo Membership
- Gym Membership
- Wellness Program
- Free Internet with Managed Wi-Fi
- Discounted SFN Streaming TV Service
- Holiday Party
- Holiday Turkey and Ham
- Flexibility to Donate PTO Time
- Employee Bonus Plan
- Christmas Club Savings Plan
- Voluntary Life Insurance
- Employer Owned Car
- Employer Provided Cellphone

Committed to deploying Innovative Broadband Technologies in our local Communities.

Marketing Administrator

The Marketing Administrator will gather information to define, develop, analyze and execute marketing campaigns to drive growth and increase MetaLINK's customer base. This role will work in conjunction with the management team to identify and create the best messaging for our products and services. Using information gathered through data dives, marketing trends, surveys and sales data to analyze and identify how customers are using current products, gain insight on how to solve problems with new solutions, look for untapped opportunities, and develop recommendations to increase visibility to target markets.

Job Responsibilities:

- Implement timely marketing campaigns coordinated around business strategy, deployment of new and enhanced technology, fiber builds and network expansions.
- Collect and analyze data on customer demographics, preferences, needs and buying habits to identify potential markets and factors affecting product demand.
- Devise and evaluate methods and procedures for collecting data, such as surveys, opinion polls, or questionnaires, or arrange to obtain existing data.
- Conduct research on consumer opinions and marketing strategies, collaborating with marketing professionals, statisticians, pollsters, and other professionals.
- Measure the effectiveness of marketing, advertising, and communications programs strategies; including an ROI for each campaign.
- Prepare reports of findings, illustrating data graphically and translating complete findings into written text.
- Monitor industry statistics and follow trends in trade literature.
- Development and delivery of marketing strategies compassing online/digital Marketing, Blogs, Webinars, Social Media, SEO and similar actions to engage target customers.
- Prepare and implement procedures for identifying and advertising needs.

Knowledge, Skills, and Abilities:

- Must be supportive of business concepts and principles.
- Must be of high integrity, dependable and professional.
- Excellent written communication and proofreading skills required.
- Ability to communicate with customers, co-workers, and various business contacts in a professional and courteous manner.
- Experience with a variety of web and digital platforms, including social media and knowledge of all channels and their differences.
- Must keep up with current industry issues and their impact to the business.
- Strong organizational skills – planning, scheduling, tracking, prioritization, and completing multiple projects.
- Must have strong analytical ability to recognize trends, identify problems and suggest solutions.
- Strong listening skills
- Ability to maintain confidentiality regarding MetaLINK's proprietary information and other department information.
- Ability to work with frequent interruptions in a fast-paced work environment.
- Ability to effectively function as a team player but also work independently with minimal supervision.

Education and Experience:

- A two OR four-year degree in communication, marketing, digital communication, graphic design, preferred.
- Minimum of two years' experience in Marketing preferred.

Job Type: Full-time, Exempt

Starting Salary: Between \$55,000 to \$65,000 annualized, based on education and experience.