



CB Field Marketing Manager – Florida/Georgia

Job Posting Title: CB Field Marketing Manager – Florida/Georgia

Job Posting Category (HR Provided): MKT

Job Code (HR Provided): MA0012

PCN#: FGR2021BT726C

Hiring Manager Name: Monte Danos

Department Code: 2150207000

Location (City/State): Pensacola, FL; Gainesville, FL; Macon, GA

Manages Others (yes or no): No

Role Summary:

This role primarily provides management and general support to the Cox Business team relative to the development, implementation and execution of all marketing programs and initiatives in a specific CB market. Focus of this role is on both acquisition and retention marketing to grow the CB revenue line and retain/grow our existing CB customer base. The role is tasked with supporting all CB sales channels (inbound, outbound, feet-on-the-street, retail, and third-party) and all customers segments (small business, mid-markets and enterprise/key verticals).

Primary Responsibilities and Essential Functions:

1. Oversees the day-to-day operation of the acquisition and retention marketing efforts for all Cox Business products in assigned markets.
2. Works with national strategic partners to plan, develop, and execute a quarterly media strategy and tactical placement of Cox Business marketing content across all media (TV, Radio, Print, Outdoor, Bill Inserts and Online/Digital) in support of commercial acquisition and retention marketing programs.
3. Leads development of local marketing campaigns in support of mid-market channels.
4. Works with Atlanta Online Marketing and Social Media team to make recommendations for content updates, coordinate content postings and updates for both Internet and social media sites.
5. Develops and manages events/sponsorship calendar(s) and expense model in coordination with local residential marketing and public affairs teams.
6. Manages and implements internal communications programs to the sales channels and assists in the development of overall strategy and messaging.
7. Serves as business services liaison with market communications and public relations team to ensure Cox Business has adequate coverage in local communications programs.
8. Manages to and maintains the Cox Business marketing expense budget.
9. Measures and evaluates acquisition and retention marketing program effectiveness and provides feedback and reporting to marketing team and senior management to ensure optimal unit growth and maximize revenue.
10. Works with Atlanta Marketing Analytics team to perform ongoing analysis of performance, including tracking and analyzing marketing promotions, weekly monitoring and report of actual performance to budget and forecasts.
11. Works with Product Marketing Team to develop and implement programs designed to increase sales channel knowledge about the product line and coordinates efforts with

- product marketing managers on marketing programs, budgets and calendars for most effective use of marketing resources.
12. Achieves marketing plan milestones with effective project management skills including program metrics, analysis and reporting to continually improve processes.
 13. Cultivates positive working relationships with boundary partners and vendors in order to maximize funding support and promotional opportunities; develops joint events and advertising efforts where practical.
 14. Assists in the accomplishment of company objectives by performing other related duties as assigned.
 15. Reports to Director, CB Field Marketing

Skills and Qualifications:

Required

- Bachelors's degree in related field or equivalent work experience
- 7+ years of experience in related field (i.e. Marketing, Sales, Sales Operations, etc.).
- 5+ years of experience if candidate possesses a related advanced degree (MS/MBA or above).
- Demonstrated knowledge of Video, High-Speed Internet and Telephony products.
- Requires strong knowledge of Microsoft Word, Excel, PowerPoint, SPSS, SAS, etc.
- Excellent interpersonal and collaborative skills to work effectively with teams throughout organization.
- Strong presentation skills and financial business acumen. Excellent analytical skills, including database and/or statistical modeling experience.
- Excellent organizational, and time-management skills, including ability to effectively prioritize assignments

Preferred

- BS/BA degree in related discipline strongly preferred (i.e. Marketing, Business, etc.).
- Prior experience in supporting Sales and/or Marketing preferred
- Experience in telecommunications industry desired

Competencies Required on Day 1:

- Adaptability
 - Collaboration
 - Customer Focus
 - Decision Making
 - Impact
 - Managing Work
 - Planning and Organizing
 - **Lives Cox Values** - Shows an approach towards people and work that is consistent with the overall values of the company. Works to professional standards that apply best practices approaches are consistent with Cox's values and ethics.
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