



## **Job Description – Marketing Associate**

### **CostQuest Associates (CQA)**

#### **Who We Are**

CQA is a small company with a large profile within the telecommunications industry. You can find us in the arena with industry giants and regulators alike. We pride ourselves in punching “above our weight” and are in constant pursuit of new challenges to expand our competencies. While we are proud of our accomplishments, we define ourselves by the courage to always do what’s right and the resolve to leave no stone unturned.

#### **What We Do**

We excel in two areas: Custom telecommunications economics work and the creation of niche datasets that enable companies and regulators to allocate their capital more efficiently. Clients such as the Federal Communications Commission (FCC) and U.S. Department of Commerce have relied on our expertise to inform policy and regulatory decisions. Our valuation and appraisal services inform the tax and M&A (Mergers and Acquisitions) initiatives for companies like AT&T, Verizon, and Comcast.

CQA is based in Cincinnati, Ohio, with an office in Seattle, Washington and presence in Washington, D.C.

#### **Who You Are**

You’re ready to inform and execute a Go to Market strategy for a first-of-its-kind dataset made to support the broadband industry. You’re an excellent communicator who knows when to listen and you pride yourself on asking great questions that deepen your relationship with leads and customers. You understand complex technical products and can communicate their value clearly and succinctly to experts and novices alike. You see the weeds, you’re not afraid to dig in and know them well, but also know when it’s appropriate to avoid them. You’re a self-starter, who’s motivated to tackle complex problems, and contribute your best work to the Sales and Marketing team. You have a knack for design, and ready to grow your hard skills in in Digital and Event Marketing. You have an interest in Product Innovation, Business Development and Sales Operations, to support the overall success of CQA’s Go to Market and growth strategies.

This position will work along-side CQA’s Vice President, Senior Manager of Business Development, Marketing Manager, other staff, and Partners to grow CQA’s data and applications products, as well as the consulting services business. The market environment for CQA’s products and services is niche and unique, requiring both the development of a significant online profile, as well as face-to-face relationship



building. We're looking for a candidate who can develop an understanding of complex telecommunications economic and network issues, federal regulation, and policy, and be able to speak confidently within these environments in which CQA conducts business.

**Position Requirements & Experience:**

- 1+ years' experience in Marketing, Marketing Communications, or related field
- 1+ years' work experience in data analytics, and developing client specific presentations using data visualization or other analytic tools

**Education:**

- Bachelor's degree in Business Administration, Marketing, or related field

**Required Skills:**

- Must be able to analyze data and convey complex ideas in the written and visual form
- Organized, initiative-taking, meticulous, and capable of handling multiple projects simultaneously
- Sales funnel management
- Exceptional communication and presentation skills
- Proficient in Microsoft Excel, Word and PPT

**Preferred Skills:**

- Digital Advertising, preferably Google AdWords keyword analysis and implementation
- SEO analysis and implementation
- Create and update key Digital Marketing and Sales assets
- Adobe Photoshop
- Video production and editing
- Use of key social channels, such as LinkedIn, Twitter, and Facebook
- Use of website CMS systems such as WordPress
- Use of visualization tools—PowerBI, Tableau, etc.
- Salesforce (Sales Cloud funnel management)

**Location:**

Seattle, WA

**Travel Requirements:**

10% - Travel to locations such as Washington, D.C., and other locations for trade conferences, seminars, and other events



**Compensation:**

- Competitive Salary and Benefits

**Benefits:**

- Health, Dental, and Eye coverage
- 401 (k) – 4% company match
- Annual education support – \$6,000
- Fun and flexible work environment
- Company socials
- Dog-friendly
- Friendly coworkers
- Work with a team of executive, academic, ethical, and ambitious leaders.