



Job Description – Marketing Associate

CostQuest Associates (CQA)

Who We Are & What We Do

CostQuest Associates (CQA) is an industry-leading broadband consulting firm providing broadband planning, government advisory, valuation, and appraisal services, and developing geospatial data products for the broadband industry. With a wealth of expertise on hand, CostQuest has experts who specialize in broadband economics, cost analysis, network modeling, valuations, appraisals, regulation, service mapping, geospatial data science, and more. Our mission is to provide broadband service providers, policy makers, and regulators with the confidence and assurance to make effective broadband and utilities decisions.

CostQuest is a fast-growing and small company with a large profile in the telecommunications/broadband 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.

CostQuest is well known and respected for our deep analytical approach and unique applications and models. The love of the challenge and commitment to precision makes us who we are. We work to get it right.

Headquartered in Cincinnati, Ohio, CostQuest has grown to have a team in Seattle, Washington, presence in Washington D.C., and a network of experts across the United States.

Who We Serve

Clients such as the Federal Communications and U.S. Department of Commerce have relied on CostQuest’s expertise to inform policy and regulations. AT&T, Verizon, Comcast, and other providers of broadband services use CostQuest for valuation and appraisal services to support tax purposes.

Who You Are

You’re ready to inform and execute a Go to Market strategy for an industry-leading broadband consulting firm with a high-profile in 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 topics and can speak on them 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 CostQuest's Go to Market and growth strategies.

This position will work along-side CostQuest's Vice President, Senior Manager of Business Development, Marketing Manager, other staff, and Partners to grow CostQuest's data and applications products, and as well as the consulting services business. The market environment for CostQuest'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. CostQuest is 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 CostQuest conducts business.

Position Requirements & Experience:

- 1+ years' experience in Marketing, Marketing Communications, or related field
- 1+ years' work experience in data analytics and content marketing

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, takes initiative, meticulous, and capable of handling multiple projects simultaneously
- Experience with supporting marketing/sales funnel management
- Strong writing skills
- Exceptional communication and presentation skills
- Proficient in Microsoft Office Suite

Preferred Skills:

- Proficient in website and social data analysis using analytics tools such as Google Analytics
- SEO analysis and implementation using Google Search Console, and other
- Manage and write SEO-driven content for content marketing activities
- Create and update key Digital Marketing and Sales assets
- Formatting client deliverables and other materials to follow brand guidelines
- Proficient in key social channels, such as LinkedIn, Twitter, and YouTube
- Proficient with website CMS systems such as WordPress or related
- Use of visualization tools—PowerBI, Tableau, Google Data Studio, etc.
- Experience with Digital Advertising, preferably Google AdWords keyword analysis and implementation, LinkedIn, and Twitter



- Email marketing writing and implementation using MailChimp

Location:

Seattle, WA

Hybrid – 2-3 days in the office located in Capital Hill, Seattle, WA.

Travel Requirements:

10-20% - Travel to locations such as Washington, D.C., and other locations for trade conferences, seminars, and other events

Compensation & Benefits:

Competitive Salary and Benefits:

- Pay based on experience level: \$60,000 - \$72,500, plus Bonus potential
- Health, Dental, and Vision coverage
- 401 (k) – 4% company match
- Tuition assistance
- Friendly and flexible work environment
- Company socials
- Dog-friendly