



Job Title: Sales and Marketing Director

About NEK Broadband: NEK Broadband is a community-driven organization with a mission to ensure high-speed broadband internet service is available to every address with electric utility service in the rural and underserved communities of the Northeast Kingdom. Founded in 2020, we began network construction in 2021. In 2022, many of the foundational pieces for construction were put in place in preparation for a full construction year in 2023. The NEK Broadband district is the largest in the state with 51 different member municipalities. Each member of the district supplies a board member and one or more alternates. Our project is large (between 2,400 and 2,800 miles) and complicated. Our funding sources are largely grant-funded as we build the network. To date, NEK Broadband has nearly \$100 million in allocated or secured grant funds primarily for construction, but also to cover the administrative and operational tasks necessary to get the organization up and running. We partner with experts for our construction management, network operations, and retail services. NEK Broadband currently has an internal staff of six.

This leadership position drives participation in the NEK Broadband network by focusing on customers, secondary revenue streams, and increasing affordability and accessibility for income sensitive residents. We are seeking a highly motivated and experienced Sales and Marketing Director to lead our efforts to ensure residents are aware of the high-speed internet options from NEK Broadband and maximize subscribers. Must be able to work independently with little supervision. This position will work with the Community Relations Manager, currently contracted consultants, and additional consultants as deemed necessary by this position.

Job Description

- Develop and manage effective marketing programs, processes and policies to communicate company, product and services capabilities and benefits to our customers, sales & marketing employees and other departments to achieve targeted sales objectives.
- Implement uniform branding and voice across all marketing efforts.
- Forecasting, reporting, and presenting to different levels of the organization including internal communications with the organization's 51 member Governing Board, 9 member Executive Committee, and Communications Working Group of Board members.
- Effectively communicate value propositions through presentations and proposals.
- Develop great relationships with funding partners, statewide organizations, partner vendors, and Northeast Kingdom community anchor institutions and non-profits.
- Drive lead generation, sales and revenue opportunities.

- Develop strategies to increase accessibility of services to income sensitive households and traditionally marginalized communities.
- Create and implement strategies to (1) reinforce and build upon the customer journey and our brand; (2) identify partnerships or acquisitions that benefit the organization and its mission.
- Structure, manage and supervise the marketing individuals or vendors necessary to achieve our targeted growth objectives. Create and manage the development of original content for company marketing programs and supervise both staff and contracted content and graphics providers.
- Manage internal/employee communications tools.
- Assist in the identification of strategic partnerships and acquisitions to support our customer's application/package requirements and company growth imperatives.
- Recommend company pricing strategies that ensure the organization can meet its objective of universal service and accessibility.
- Actively contribute to and participate in strategic planning, budgeting and policy deployment processes. Create and achieve annual departmental budgets.

Education, Experience and Skills

- Minimum BA or BS degree required (Marketing preferred). MBA is preferred.
- Minimum 7 years management experience directing sales and/or marketing functions.
- Proven track record in business development and sales, with a preference for experience in the telecommunications or fiber optics industry.
- Strong negotiation, communication, and interpersonal skills.
- Strategic thinking and creative problem-solving abilities.
- Excellent oral and written persuasive communication and presentation skills.
- Proven track record of progressive accomplishment and growing a business.
- Ability to work and lead in a fast growing start up environment.
- Willingness to travel as required for client meetings and industry events.
- Proficiency in CRM software and sales analytics tools.
- Skilled in use of MS Office.

Compensation and Benefits

- Work may be done as a hybrid of remote and in person, with proportionality dependent on the location of the individual hired.
- Compensation is primarily base salary but will include commissions or bonuses to be negotiated prior to and during employment.
- Additional compensation, such as bonuses or commissions, will be relative to the business plan expectations and based on the ability of the organization to increase affordability to certain market segments.
- Excellent benefits including: Gold or Silver level health care for the individual and 50%-75% partial payment for family members; dental; vision; life insurance, disability, matching Simple IRA contributions up to 3%; and combined time off of 30 days per year.