



About

NEKCV is a community-driven organization whose mission is to ensure high-speed broadband internet service is available to the most rural and underserved communities in the Northeast Kingdom and the Central Valley. Founded in 2020 as a Communications Union District, we began network construction in 2021. We're a small company of fewer than 20 employees, which means there's lots of room for growth and learning. Here at NEKCV, we're committed to creating an inclusive culture where all employees feel welcomed and valued. As we continue to grow, we are seeking a dynamic and skilled Communications Manager to join our team.

Summary

The Communications Manager will be responsible for managing and executing communications across multiple channels, including media relations, social media, internal communications, and public relations. The ideal candidate will be a creative storyteller with excellent written and verbal communication skills and a strong understanding of the broadband industry.

This position will also serve as Program Coordinator to lead our Community Connect program, which aims to bridge the digital divide by increasing access to broadband and equipping individuals with essential online skills. As part of this role you will work with the public out of a Groton Community Hub space. This role will help evaluate, and potentially develop, the organizations role in the design, participation and/or implementation of initiatives that connect community members in Groton and South Ryegate with digital education, training resources, and support systems. This will be up to 50% of the job.

Key Responsibilities:

- **Communication Planning:** Implement comprehensive communication strategies to support the company's goals, objectives, and brand positioning.
- **Media Relations:** Cultivate strong relationships with key media outlets, journalists, and industry influencers. Write press releases, coordinate media interviews, and handle press inquiries to increase brand visibility and awareness.
- **Internal Communications:** Manage internal communication efforts, ensuring all employees are informed about key company updates, news, and initiatives. Develop newsletters, internal emails, and presentations to support employee engagement.
- **Social Media Management:** Oversee the company's social media presence, including content creation, scheduling, and audience engagement across platforms (Facebook, LinkedIn, etc.). Monitor social media for customer feedback and industry trends.
- **Content Creation:** Create high-quality, compelling content for the website, blogs, newsletters, and other marketing materials. Ensure content aligns with the brand voice and messaging.
- **Event Support:** Assist in organizing and promoting company events, webinars, and conferences. Represent the company at key industry events and conferences.

- **Monitoring & Reporting:** Track and analyze the performance of communication campaigns. Provide insights and recommendations for continuous improvement.
- **Community Outreach & Engagement:** Build relationships with local organizations, schools, libraries, and community groups to promote the programs. Organize community events, webinars, and workshops that focus on online skills training.

Qualifications:

- Bachelor's degree in Communications, Public Relations, Journalism, Marketing, or a related field.
- 3-5 years of experience in communications, public relations, or a similar role (experience in nonprofit or broadband/telecom industry preferred).
- Exceptional writing, editing, and proofreading skills with a keen eye for detail.
- Strong verbal communication skills and the ability to interact effectively with diverse audiences, including community members, media, and stakeholders.
- Experience with social media management, content creation, and community outreach.
- Familiarity with media relations, crisis communication, and public relations best practices.
- Proficiency in Microsoft Office Suite, social media management tools, and content management systems (CMS).
- Knowledge of broadband technology and issues related to rural internet access is a plus.
- Ability to work independently and collaboratively in a fast-paced, mission-driven environment.

BENEFITS, HOURS, AND COMPENSATION

- Benefits are competitive, including 100% health insurance for the employee and up to 75% for the family; 30 days of combined time off; dental, vision, short and long-term disability, life insurance, and up to 3% retirement match.
- The position is full-time.
- Salary range is \$60,000 to \$70,000 depending on experience.

TO APPLY Send a resume and cover letter to careers@nekbroadband.org