



Job Title: Marketing Director

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 growing company of fewer than 30 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 Marketing Director to join our team.

This leadership position drives participation in the NEK Broadband and Central Vermont networks by focusing on customers, secondary revenue streams, and increasing affordability and accessibility for income sensitive residents. We are seeking a highly motivated and experienced Marketing Director with a strong background in communications to lead our efforts to ensure residents are aware of the high-speed internet options from NEK Broadband and CVFiber and maximize subscribers. Must be able to work independently with little supervision. This position will work with the Community Relations Manager, Communications 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 72 member Governing Board, 11 member Executive Committee, and Partners.
- 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 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 in marketing and communications.
- Proven track record in business development, 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.

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 \$90,000 to \$100,000 depending on experience.

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