



MiBroadband
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Job Title: Sales and Marketing Manager
Reports To: Operations Manager
Location: Harmony, MN
FLSA Status: Non-Exempt, Full-Time

Job Summary

The Sales and Marketing Manager supervises the Sales and Marketing staff and is responsible for leading this team to successfully accomplishing the goals of the Company. Works closely with all staff to ensure the ultimate member satisfaction. Promotes a positive image of MiBroadband and Spring Grove Communications to customers through excellent service. Establishes goals to increase membership's billable revenue through new customer acquisition and up-selling of services. Communicates effectively with staff, community, and customers. Drafts, develops, and executes overall strategic marketing plan to meet organizational objectives. Determines best approach towards marketing MiBroadband and Spring Grove Communications and its products and services to generate revenues. Maintains company image both in print and through public relations. Evaluates and studies industry trends and customer needs and monitors competitive trends. Communicates effectively with staff, community, and customers. Builds strong partnerships to generate sales and strong brand recognition.

Essential Job Functions (May include but are not limited to the following. Other duties may be assigned.)

- Actively encourages teamwork, open communication, and cooperative interaction by promoting a positive work environment that reflects the company's vision and values.
- Handles all information in an unbiased and confidential manner.
- Manages and coaches the Sales and Marketing staff; building a strong customer advocate team, providing cross-training, analyzing and assigning daily work, checking quality of work, handling personnel issues, and monitoring workflow to ensure timely completion and exceptional customer service.
- Skilled in managing customer churn. Must be able to understand churn reports along with assisting in developing and implementing retention tools to reduce controllable churn. This will include establishing monthly and annual churn retention goals for customer service staff.
- Ability to work closely with other departments and actively engage other departments in resolving service issues. In addition, this position will have direct communication with the entire management team and must be prepared for all meetings and other activities that will require their participation. This position will require someone with the ability to make a positive impact with the entire management team.
- Promotes the sale of all service offerings, motivating and teaching all staff to initiate sales to existing members to increase company revenues.
- Ensures that staff is kept up to date on marketing strategies and monthly promotions.
- Develops creative ideas and contests to motivate staff to up-sell services.
- Skilled in understanding the basic operation of a business, including expense control, revenue growth and the impact member service has on the company's overall business operation.
- Assists in analyzing new service and existing service requests, forecasts system and subscriber growth, and recommends new products and prices.
- Develops annual marketing plan, which focuses on meeting organizational objectives and ensures attainment of company objectives by developing and creating marketing communications strategies and materials for new and existing products.
- Determines best approach to advertising materials to promote MiBroadband and Spring Grove Communications' services which appear in local newspapers, magazines, billboards, radio, television and other public media.
- Determines best approach towards subscriber newsletters, bill messages, bill stuffers, annual reports, welcome letters, direct mail advertisements, information notices, and other company literature.
- Delivery of all marketing activity within agreed budget. Monitors results of marketing efforts to ensure a return of marketing investments.
- Manages marketing vendor relationships and validates cost effectiveness.

- Oversees the maintenance of MiBroadband and Spring Grove Communications' web page and social media from the perspective of its appeal, freshness, content, and the company image.
- Meets with and looks for new opportunities through vendors and marketing trends to keep the Company on the cutting edge of new marketing initiatives.
- Prepares marketing/communications presentations for review by GM/CEO and/or Board of Directors.
- Communicates marketing activity to internal staff.
- Analyze potential partner relationships and new sales generating opportunities.
- Monitors and reports competitive information.
- Exhibits discretion and keeps customer and Company matters confidential, adheres to Company CPNI and Red Flag rules.
- Completes, files, and/or maintains records or reports as assigned by Management.
- Maintains a good working relationship with software providers, customers, co-workers and management employees through prompt, courteous and professional communication.
- Effectively communicates and contributes to the team to promote an efficient and productive team environment.
- Ability to multi-task, problem solve, handle frequent interruptions, and make sound decisions using the information at hand.
- Adheres to established company policies and procedures.
- Accepts responsibility for decisions, conduct and actions.
- Demonstrates dependability through promptness, good attendance and adherence to timelines and schedules.
- Must be able to travel overnight occasionally for training, meetings, and conferences.
- Performs all other related duties as assigned by management. *

* These tasks do not meet the Americans With Disabilities Act definition of essential job functions and are usually less than 5% of time spent. However, these tasks still constitute important performance aspects of the job

Knowledge, Skills, and Abilities

- Advanced knowledge of Company policies, procedures, products, and services.
- A friendly, outgoing personality with an aptitude for good customer and public relations is a must.
- Projects a positive, professional attitude and can adapt to a rapidly changing environment.
- Ability to function effectively as a team player.
- Ability to communicate and present information effectively at all times, both in writing and in speaking.
- Skilled in using personal computer and related software; copier; calculator; phone system; and fax machine.
- Can effectively use MS Word, MS Excel, MS Outlook and Company specific software programs related to job duties.
- Knowledgeable of all Company policies/procedures, including safety policies, and adheres to them.
- Possesses excellent organizational skills and pays close attention to detail.
- Skills in reviewing, interpreting, and implementing new technologies, procedures, and processes.
- Ability to create, communicate and implement important service reports that ensure customers are receiving the quality customer service they deserve. This includes service order error tracking, staff call-detail, answer percentage, cash drawer balancing and any other reports that are necessary to document quality of customer service.
- Knowledge of supervisory principles and practices.
- Solid understanding of principles and standard practices, in the field of personnel administration, ability to manage and motivate workforce while achieving sales, service, and safety objective, while promoting teamwork and high employee morale.
- Excellent communication skills to establish and maintain effective communications with software providers, customers, co-workers and management employees through prompt, courteous and professional communication.
- Ability to work with surrounding companies and promote positive business relations.
- Excellent supervisory/leadership skills in analyzing and researching difficult and complex problems and making effective solution-oriented recommendations.
- Excellent oral and written communication.
- Knowledge of management and public relations principles and practices.
- Extensive knowledge of telecommunications technology, products, and services.
- Knowledge of regulatory, industry, and technological developments as they affect telco customers.
- Skill in networking with industry leaders.
- Ability to work in a fast-paced environment while prioritizing and completing multiple projects accurately within given timelines/deadlines.



- Ability to work independently and to work cooperatively and professionally with co-workers to promote an efficient and cohesive team environment.

Supervisory Responsibilities

This job will be responsible for supervising Sales and Marketing.

Education and Experience Desired

To perform this job successfully, an individual must be able to perform each item under “Essential Job Functions” satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- High School Diploma – Required
- 2-3 years customer service experience or sales experience
- Mathematical Skills
- Computer Skills

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- While performing the duties of the job, the employee is regularly required to sit; use hands to finger, handle, or feel; reach with hands and arms and talk or hear.
- The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 24 pounds.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.

Physical Requirements

PHYSICAL REQUIREMENTS	0-24%	25-49%	50-74%	75-100%	0-24 lbs	25-49 lbs	50-74 lbs	75-100 lbs
Seeing: Must be able to read computer screen and various reports.				X				
Hearing: Must be able to hear well enough to communicate with employees and business contacts.				X				
Standing/Walking:	X							
Climbing/Stooping/Kneeling:	X							
Lifting/Pulling/Pushing - Weight	X				X			
Sitting:				X				
Fingering/Grasping/Feeling: Must be able to write, type and use the phone.				X				

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually moderate.

Work Schedule

Defined by a Supervisor or Management

Other Requirements

- Proof of U.S. Work Eligibility
- On-going training when deemed by Management
- Valid and Insurable Driver’s License

Note

The statements herein are intended to describe the general nature and level of work being performed by employees and are not to be construed as an exhaustive list of responsibilities, duties and skills required of personnel so classified. Furthermore, they do not establish a contract for employment and are subject to change at the discretion of the employer.

Key Responsibilities

Results

Essential Job Functions 70%

1. Actively encourages teamwork, open communication, and cooperative interaction by promoting a positive work environment that reflects the company's vision and values.
2. Manages and coaches the Sales and Marketing staff; building a strong customer advocate team, providing cross-training, analyzing, and assigning daily work, checking quality of work, handling personnel issues, and monitoring workflow to ensure timely completion and exceptional customer service.
3. Establishes monthly and annual churn retention goals for customer service staff.
4. Promotes the sale of all service offerings, motivating and teaching all staff to initiate sales to existing members to increase company revenues.
5. Ensures that staff is kept up to date on marketing strategies and monthly promotions.
6. Assists in analyzing new service and existing service requests, forecasts system and subscriber growth, and recommends new products and prices.
7. Develops annual marketing plan, which focuses on meeting organizational objectives and ensures attainment of company objectives by developing and creating marketing communications strategies and materials for new and existing products.
8. Determines best approach towards subscriber newsletters, bill messages, bill stuffers, annual reports, welcome letters, direct mail advertisements, information notices, and other company literature.

Knowledge, Skills and Abilities 30%

1. Projects a positive, professional attitude and can adapt to a rapidly changing environment.
2. Possesses excellent organizational, problem-solving, and analytical skills and pays close attention to detail.
3. Excellent supervisory/leadership skills in analyzing and researching difficult and complex problems and making effective solution-oriented recommendations.

Core Values

Agile (20%)

- Displays the ability to pivot frequently and be adaptable to what the day brings.
- Adjusts and puts people first.
- Adjusts to each new item with energy and determination.

Dedicated (20%)

- Remains tenacious in the pursuit of resolutions.
- If, at first, you don't succeed, try, try again.
- Giving up isn't an option.



Imaginative (20%)

- Uses all the tools in the toolbox to be a creative problem solver.
- Uses what they know from multiple areas and uses resources to develop solutions every time.
- Investigates, is inventive, and open-minded.

Diligent (20%)

- Brings their best self every day.
- Works hard and hustles to keep things moving.
- Stays at it until a resolution is found.

Inquisitive (20%)

- Exhibits the need to continuously learn and grow.
- Is open to new ideas and new ways of doing things.

Total: (100%)

Other Requirements

- Proof U.S. Work Eligibility
- On-going training when deemed by Management
- Valid and Insurable Driver's License