

## COMMUNICATIONS SALES AND MARKETING MANAGER

### **PURPOSE AND NATURE OF WORK**

Position is responsible for the Business Support Services Division of the Communications System Department (LFT Fiber) which provides telephone, television, and data communications to customer sites using fiber optics. Position researches and analyzes customer and market trends, developing and implementing marketing strategies and campaigns, and creating sales plans. Incumbent works with substantial independence, reports to the Director, and has supervisory responsibilities for professional marketing, analytical, and clerical personnel. Works closely with other divisions to implement promotions to increase market penetration and customer retention.

**ILLUSTRATIVE EXAMPLES OF WORK** (Note: These examples are intended only to illustrate the various types of work performed by incumbents in this class. All of the duties performed by any one incumbent may not be listed, nor does any incumbent necessarily perform all of these duties.)

Supervises and participates in the development and execution of marketing plans, customer acquisition and retention strategies, advertising, public relations, responses to local and national media inquiries, monitoring of competition, customer messaging and communications, social media, event planning, sponsorships, website maintenance and development, and customer-facing documents and brochures. Develops and implements training programs on product information and sales techniques. Works with Communications Revenue, Finance, and Compliance Manager to determine pricing appropriate for products and promotions.

Leads wholesale, government, and contracted business and residential sales efforts engaging a staff of contracted sales associates and support personnel. May meet with existing potential customers as needed to support the sales staff. Ensures and monitors timely reporting of customer and sales data to determine effectiveness of efforts and recommends changes to improve performance. Develops Key Performance Indicators and regular reports on performance of sales and marketing efforts along with recommendations to improve performance.

Researches marketing and advertising techniques including mediums such as social media, website, billboard, etc. Manages community sponsorships to reinforce LFT Fiber's brand and to maintain community involvement. Analyzes existing customer and competitor trends and develops sales and marketing plans to maintain and increase market penetration. Plans events to increase customer awareness and interaction in alignment with Department goals.

Develops marketing budgets and authorizes payment of invoices. Proposes and manages Division O&M budgets for annual budgeting processes.

Performs related work as required.

### **NECESSARY KNOWLEDGE, ABILITIES AND SKILLS**

Thorough knowledge of availability of and market for communications services including telephone, television, and internet.

Thorough knowledge of services and pricing alternatives available to wholesale/enterprise, business, and retail customers.

Knowledge of marketing industry methods and practices.

Thorough knowledge of development and implementation of effective marketing and sales strategies and programs.

Ability to form and maintain effective working relationships with other Utility personnel, customers, elected officials, regulatory agencies, and general public.

Ability to communicate clearly, verbally ~~or~~ and in writing.

Ability to perform supervisory and personnel management duties.

Skilled in budget creation and management.

### **DESIRABLE EDUCATION AND EXPERIENCE**

Graduation from an accredited college with major course work in Business, Marketing, Public Relations, or related, supplemented by substantial work experience in sales and marketing.