

SALES AND MARKETING MANAGER

DESCRIPTION

Under direction, plans, develops, and manages sales and marketing strategies to drive adoption, revenue growth, and customer engagement for the City's fiber-to-the-home broadband network; oversees marketing campaigns, sales initiatives, and customer outreach programs; conducts market research and manages branding; supervises staff and manages budget; does other related duties as required.

EXAMPLES OF WORK

- Creates, implements, and manages sales strategies targeting residential, business, and institutional broadband customers.
 - Develops and oversees marketing campaigns to raise awareness of municipal broadband services and increase adoption.
 - Conducts market research to evaluate pricing, competitive offerings, packaging, and promotional strategies.
 - Manages brand development, customer engagement initiatives, and community outreach programs.
 - Develops sales forecasts, performance metrics, and progress reports for executive review.
 - Prepares and manages budgets for marketing, advertising, and promotional initiatives.
 - Negotiates with vendors, contractors, and partners for marketing, media placement, and promotional materials.
 - Prepares presentations, promotional content, and reports to communicate broadband benefits to stakeholders and the public.
 - Coordinates with technical, customer service, and installation teams to ensure seamless customer acquisition and service delivery.
 - Represents the City's broadband service at public meetings, industry events, and community forums.
 - Ensures compliance with applicable municipal policies, state regulations, and advertising standards.
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REQUIREMENTS

EDUCATION

Graduation from an accredited college or university with a bachelor's degree in Marketing, Business Administration, Communications, or a closely related field.

EXPERIENCE

Four (4) years of professional experience in sales, marketing, or business development, including two (2) years in a supervisory capacity. Experience in telecommunications, broadband, or utility services is preferred.

NOTE: Applicants who do not possess the required education may substitute additional professional experience in sales/marketing on a year-for-year basis.

LICENSE

Appointees will be required to possess a valid driver's license in New Jersey only if the operation of a vehicle, rather than employee mobility, is necessary to perform the essential duties of the position.

KNOWLEDGE AND ABILITIES

Knowledge of:

- Principles and practices of sales, marketing, and customer acquisition.
- Broadband/telecommunications industry trends, customer needs, and competitive positioning.
- Branding, advertising, digital marketing, and outreach methods.
- Utilization of model SEO/AI initiatives to impact working environment
- Market research techniques and data analysis.
- Supervisory principles and team leadership practices.

Ability to:

- Develop and execute sales strategies to increase broadband adoption.
- Plan and manage marketing campaigns that raise awareness and drive customer engagement.
- Conduct research and analyze market trends to inform pricing and promotional decisions.
- Supervise and motivate sales/marketing teams to achieve performance goals.
- Communicate effectively with customers, community groups, and stakeholders.
- Manage budgets and ensure cost-effective use of resources.
- Represent the City's broadband service in public forums with professionalism.
- Prepare clear, accurate reports, proposals, and marketing materials.