



Market Manager

A pioneer in the fiber to the home and broadband Internet world, GigabitNow has been delivering customizable fiber to the home gigabit Internet since 2004 to communities in Washington, Oregon, California, Arizona, and now Indiana. Offering customized solutions for the development, construction, operations, support, and delivery of gigabit fiber Internet networks, GigabitNow delivers solutions that match the uniqueness of America's communities large and small by partnering with every community we work with, working alongside community leaders providing out of the box approaches and fiber network solutions that fit the unique needs of the community and residents. GigabitNow focuses on providing the very best Internet experience and genuine customer support to every customer.

GigabitNow is now expanding into Indiana, offering city-wide gigabit fiber Internet to the residents and businesses of Bloomington, Shelbyville, and Columbus. We are offering symmetrical gigabit fiber Internet to residents and businesses with additional options for apartment complexes, senior living communities, and enterprise businesses. Everyone should have the option to experience Gigabit Internet – without bandwidth caps or speed throttling! We want to deliver the best Internet experience possible to everyone in Bloomington. This is where you come in.

We are hiring a GigabitNow Market Manager for our upcoming Bloomington network. This is a community focused, team-oriented self-manager who is positive, proactive, and resourceful. This position will work closely with several key teams including our VP of Sales and other GigabitNow Managers.

The Market Manager is responsible for driving awareness of GigabitNow and is the on-site representative of our network. This position is charged with building long-term relationships with the community, businesses, and city representatives. This position will deliver on KPIs related to both business and residential network subscriptions, as well as, marketing awareness campaigns. Working directly with marketing and the sales organization to deliver ideal customer experiences, this position must be able to work effectively across a wide range of internal teams, act on critical feedback, as well as be able to comfortably and quickly adjust to changing priorities and situations.

Essential Duties:

- A leader with the ability to work with other GigabitNow managers who share a passion for delivering the best customer experience.
- Must have the ability to communicate the values and benefits of the network with diverse community demographics, from residential consumers to enterprise decision makers.
- Meet with prospective customers to share information about the network and collect information required to assess their Internet needs for the sales division to act on.
- Participate in area events and community meetings as a strong and dynamic representative of GigabitNow.
- Work with customer support teams to ensure ideal customer experience and service delivery.
- Lead in field-driven customer acquisition and awareness campaigns related to subscriber acquisition.
- Provide summary reports on activity, client touches, and community events.
- Identify and communicate potential marketing and outreach opportunities.
- Lead marketing messaging, content curation, and approach to the community.
- Present clear and concise feedback to management on community marketing efforts and customer experiences.
- Must be someone willing to jump in with both feet and make things happen - open to new ideas and approaches and eager to facilitate.
- Public relations building is a key to success - You are GigabitNow Bloomington.

Required Qualifications:

- Expert knowledge of the community and city.
- Over 2 years of experience in Internet solution sales and/or Marketing.
- Community engagement experience or equivalent experience in community awareness or PR campaigns.

- Technology aware and experience with Internet solutions, and fiber networks.
- Strong analytical and project management skills.
- Working experience with SEM and SMM a plus.
- Office suite experience (Word/Excel/PowerPoint).
- Quick learner with the ability to educate others in a compelling, effective manner.
- Consumer and executive facing experience.
- Self-motivated with strong organizational skills and intelligence.
- Strong verbal, written and interpersonal communication skills.
- Experience working in a remote office or with a remote workforce.
- Professional presentation skills and polished appearance.
- Strong sense of urgency and experience in deadline driven roles.
- Bachelor's degree in Business or Marketing a plus.

Job Type: Full-time

Benefits

- 401(k)
- 401(k) matching
- Dental insurance
- Health insurance
- Life insurance
- Paid time off
- Retirement plan

Schedule:

- 8 hour shift
- Day shift
- Holidays
- Monday to Friday
- On call