



**POSITION TITLE**  
**ISP Market Manager**

**DEPARTMENT**  
Business Development/TBD

**COMPENSATION PLAN**  
\$100K - \$150K OTE (Salary + Commission/Bonus)

**POSITION SUMMARY**

The ISP Market Manager plays a critical dual role in both executing the customer acquisition strategy of our new fiber brand, creating a full go to market plan as well as leading a core market within the FiberFirst Texas footprint. This all-encompassing role will have a broad range of responsibilities including, but not limited to, overall sales and local market responsibility for FiberFirst, overall market sales and community partnerships within the assigned territory, hiring of the front-line sales team, P&L ownership, and ongoing support of all local market activities.

**KEY JOB RESPONSIBILITIES/DUTIES**

- Create a repeatable go to market playbook (including promotional offers / community events / sponsorships) for our new FiberFirst brand in conjunction with our current sales & marketing resources.
- Hiring for and driving success of local sales and marketing positions
- Sales leader covering both consumer and business – primary responsibility is growing the business top line and driving profitability. Monthly, quarterly, and annual plan creation to reach sales goals.
- Consulting with other board members, executives, and staff about general operations.
- Local point of contact for executing all brand strategies developed with our marketing agency.
- Revenue and Customer add ownership in the market.
- Customer Churn ownership in the market.
- Reviewing agreements and contracts.
- Analyzing performance indicators, financial statements, and sales reports. Identifying areas to cut costs while improving programs, performance, and policies.
- Face of the company for local marketing events and business development opportunities

**DESIRED MINIMUM QUALIFICATIONS:**

- Create a repeatable go to market playbook (including promotional offers / community events / sponsorships) for our new FiberFirst brand in conjunction with our current sales & marketing resources.
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**TOOLS AND EQUIPMENT USED:**

- Computer, including word-processing, database and spreadsheet programs, calculator, telephone, copy and fax machine.
- Reliable Transportation



Connecting Texas with **the speed of light.**

**PHYSICAL DEMANDS:**

- The physical demands described herein are representative of those which must be met by an employee to successfully perform the essential functions of his/her job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is frequently required to sit, talk and hear. The employee is occasionally required to walk, use of all upper extremities in the operation of objects, tools, or controls.
- The employee must occasionally lift and or move up to 25lbs. Specific vision abilities required by the job include close vision and the ability to adjust focus.

**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 moderate.

**SELECTION GUIDELINES:**

Formal application, rating of education and experience, oral interviews, reference check and job-related evaluations may be required.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to the position.

The job description does not constitute an employee agreement between the employer and employee and is subject to change by the employer as the needs of the business and requirements of the job change.