



SALES & MARKETING SPECIALIST

WHO WE ARE

Rhyzome Networks is an affiliate company of Festival Hydro Inc. Both companies collectively serve over 22,000 customers in seven municipalities. Rhyzome Networks operates fibre optic and wireless networks throughout Stratford and St. Marys. Wholly owned by the City of Stratford, Rhyzome is critical to the City's strategy to establish Stratford as a digital technology centre and an internationally recognized intelligent community.

WHAT THE OPPORTUNITY IS

The Sales & Marketing Specialist will report directly to the VP of IT and play a key role in the business development of Rhyzome Networks. The incumbent is primarily responsible for the design and implementation of an effective sales and marketing strategy that will further enhance and engage Rhyzome's products and customers in order to grow market share. This is an amazing opportunity for a creative and innovative thinker, with gifted communication skills. If you thrive working independently and wish to be part of a high-performing team, working for a company focused on its people, customers and community - this role may be perfect for you!

WHAT YOU'LL BE DOING

Responsibilities include (but may not be limited to):

- Develop and implement an annual marketing plan and strategy within an allocated budget, while tracking, evaluating and reporting key performance indicators to adjust marketing strategies accordingly to ensure continued subscriber growth.
- Estimate and analyze our market share vs. competitors in order to find the greatest potential opportunities for sales gains to support the annual sales plan.
- Work with internal staff and external contractors to budget, plan and execute wireless and fibre project installations.
- Manage customer accounts to ensure invoicing and payments are processed/up to date.
- Employ creative thinking/marketing skills to make improvements/enhancements to products in order to grow market share and monitor results to determine the impacts of the changes which have been made.
- Implement and execute social media campaigns and ongoing management of social media and digital advertising channels using these to distribute promotional and advertisement materials to create awareness of Rhyzome services.
- Create engaging written graphic and video content for our communication mediums which include mailing campaigns, social media and website for Rhyzome initiatives.
- Manage social media platforms identifying new opportunities for engagement and one to one online interaction in addition to using these as a medium for critical communications.
- Provide robust sales and marketing plans to increase revenue year over year.

- Scheduling of personal work schedule to meet deadlines.
- Recommend new sales and digital marketing initiatives, strategies and programs to capture new business for Rhyzome's lines of business.
- Analyze market trends/competitive information; identify trends affecting current/future growth.
- Maintain monthly sales data with recommendations for driving sales.
- Provide support, in cooperation with the IT team, to Rhyzome customers calling with technical issues related to their connectivity.
- Manage regular public communication, including scheduled and unplanned outage notifications.

| WHO YOU ARE

- **Exceptional and compelling communicator**
 - Strong written and verbal communication skills
 - Ability to generate and present innovative marketing material to target audiences
 - Ability to effectively communicate with team members and Rhyzome customers
- **Self-starter with a can do attitude**
 - Willingness to show flexibility, adaptability, and organization in accepting and prioritizing multiple tasks with varying deadlines and importance
 - Effective team player able work within a small group of professionals to achieve shared and personal goals
 - Ability to take initiative, work independently and with little supervision
- **Holistic, creative and critical thinker**
 - Takes a holistic approach to marketing by thinking in terms of integrated, interconnected systems and how they affect each other
 - Ability to multi-task and work in a fast paced environment with challenging and quickly changing priorities
 - Creative problem solver with strong project management skills
- **Self-motivated with a high standard of excellence**
 - Sets high standards of performance for self
 - Assumes responsibility and accountability for successfully completing tasks
 - Self-imposes standards of excellence rather than having standards imposed

| WHAT YOU'LL BRING

- Post-secondary education in the field of Sales and Marketing (essential)
- Preferred:
 - 2-3 years experience with ISP's and understanding of target audiences for product portfolio
 - Sales experience selling residential internet service utilizing digital marketing tools/strategies
 - Strong project management skills and experience
 - Background in telecommunications and/or energy industry

| WANT TO JOIN US?

Interested candidates may apply by emailing their resume and cover letter to hr@rhyzome.ca by **September 27, 2023**. Please reference **"Sales & Marketing Specialist"** in the subject line. We thank all applicants for their interest; only those selected for an interview will be contacted. Rhyzome Networks is committed to fairness and equity in employment and our recruitment and selection practices. Accommodations are available during all aspects of the recruitment process; those contacted for an interview are asked to make their needs known in advance.