



Job Title: Director of Broadband Services	Reports to: General Manager
Department: Cable/Broadband	Job Grade: 12
FLSA: Exempt	Union: No
Date: November 2025	GM Approval: _____

GENERAL SUMMARY: Under the direction of SELCO's General Manager, responsible for strategic planning and oversight of technology implementations for SELCO's broadband architecture. Supervises operations for headend group, helpdesk techs, and cable field operations. In charge of shaping the company's overall cable/fiber and data center business and technology strategy by developing strategic plans and assessing company performance. Conducts research and data analysis to inform business decisions.

ESSENTIAL JOB FUNCTIONS:

- Manage and direct the operation and activities of SELCO's broadband infrastructure and the associated services. This includes strategic planning, establishing budgets, managing assets, reviewing and recommending vendor contracts, and developing marketing revenue generating services.
- Research, evaluate, and recommend the development and/or acquisition of technologies to address short- and long-term service needs and business opportunities. Administer proposal request process and proposal evaluation with the procurement team; negotiate and monitor business contracts including broadcasters and bandwidth providers.
- Provide leadership for the team including prioritizing and assigning work; breaking down barriers to progress; conducting performance evaluations; ensuring staff is trained and efficient; ensuring that employees follow policies and procedures; maintaining a healthy and safe working environment; and, making hiring and disciplinary recommendations.
- Responsible for evaluating staffing and training needs to assure knowledge redundancy and service reliability.
- Work closely with ISP staff members to enhance product and drive innovation. Establish a culture of innovation and continuous improvement, always challenging the team to find new ways to improve the customer experience and drive improved business performance.
- Oversee outside plant field operations; coordinate construction projects through in-house and contract labor for building, repairing and maintaining telecommunication infrastructure. Plan and design new fiber routes; procure necessary easements and pole attachment



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agreements; resolve ROW issues. Ensure quality of work performed meets established technical standards and company policies.

- Provides a superior customer experience on fiber installation, service activation & repair, and addressing service disruptions.
- Responsible for preparation of capital and operations budgets, and the implementation and control of approved budgets. Manages expenditures through effective use of staff and contractors. Responsible for delivering operating results including, subscriber revenue, operating expenses, operating surplus and capital costs. Contribute to pricing decisions to meet revenue goals; develop clear revenue and expense forecasts.
- Work with the SELCO marketing group to develop and execute advertising campaigns, customer outreach programs and other strategic engagement initiatives.
- Provides the direction for all communication system maintenance, adhering to FCC rules and regulations, maintaining signal leaking reports to the FCC. Responsible for all FCC testing and maintenance to meet regulations.
- Develops and updates security and disaster recovery plans. Identifies and monitors business risks including operational, financial and market.
- Oversees the data center and headend teams to assure the most resilient and robust systems that model best business practices.
- Assures compliance with all regulatory requirements for SELCO's telecommunications services.
- Prepares and gathers information for reporting to the General Manager and Board of Commissioners as requested.
- Maintains current knowledge of telecommunication architecture and related industries by reviewing literature and attending seminars and conferences.
- Performs other related duties as assigned.

KNOWLEDGE, SKILLS & ABILITIES:

Knowledge of broadband technology, marketing, business program development and business finance. Ability to maintain effective working relationships internally and externally. Ability to interpret and explain complex contracts. Ability to plan and implement business processes. Strong oral, written and presentation skills with the command of industry terminology. Familiarity with office procedures, methods and equipment including computers. Well-developed



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computer skills and comprehensive knowledge of SELCO software systems. Ability to recognize organization-wide priorities and work cooperatively to support their accomplishment. Ability to analyze complex issues and to develop relevant and realistic plans, programs and recommendations. Ability to market programs and ideas; to communicate effectively both verbally and in writing; to establish positive public relations for the organization, department and/or division; and to interact effectively with a wide variety of people. Expert knowledge of regulations, codes, policies and procedures relevant to the department, division and/or to general cable television administration/management.

Performs duties in accordance with established policies, codes, laws and professional standards; unusual policy questions involving interpretation or clarification usually reviewed with the General Manager. Demonstrates initiative in ensuring continued process improvements in areas of job description duties to demonstrate better accuracy, productivity, safety and customer service is expected. Strong understanding of utility best practices enables predictive and preventative initiatives. Capable of negotiating power contracts and managing large projects. Responsible for rate recommendations for residential, commercial, industrial customers. Recommend/Specify hardware and software purchases. Valid Massachusetts Class D Driver's license or equivalent.

QUALIFICATIONS:

Engineering Degree in Telecommunications with a Master Degree in Business Administration or equivalent.

Seven to ten years of progressively responsible related experience, including senior leadership experience in technology, telecommunications, or public utility environments with demonstrated success in fiber network construction, maintenance, and financing; understanding of municipal, enterprise, and FTTH planning.

SUPERVISORY RESPONSIBILITY:

Supervises headend staff, helpdesk technicians, field techs, and various sub-contractors (installers, plant builders, engineering consultants).

WORKING CONDITIONS/PHYSICAL DEMANDS:

- Required to carry a cell phone and be on call at all times.
- Occasional periods spent outside, requiring exposure to weather conditions when assisting during major system problems and outages.
- Ability to operate computer keyboards and all related software.
- Light lifting and carrying of work materials, including files, testing devices/equipment.



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- Some travel within the Town of Shrewsbury, neighboring towns, and local and national industry conferences.

The above statements are intended to describe the general nature and level of work being performed by people assigned to do this job. The above is not intended to be an exhaustive list of all responsibilities and duties required.

***External and internal applicants, as well as position incumbents who become disabled as defined under the Americans with Disabilities Act must be able to perform the essential job functions (as listed) either unaided or with the assistance of a reasonable accommodation to be determined by management on a case by case basis.**