

Job Title: Product, Sales, & Marketing Lead	Reports to: Director of Broadband
Department: Broadband Services	Job Grade: 8
FLSA: Exempt	Union: No
Date: July 2026	GM Approval:

GENERAL SUMMARY:

The Product, Sales & Marketing Lead is responsible for supporting broadband product strategy, sales enablement, customer education, marketing coordination, commercial growth, retention initiatives, and new service opportunities within SELCO's Broadband Division.

This position works under the direction of the Broadband Services Manager and serves as a key resource for turning broadband products, customer needs, and business opportunities into clear messaging, sales tools, marketing campaigns, and customer-facing materials.

The Product, Sales & Marketing Lead works closely with Broadband Services, Customer Experience, Communications, Broadband Operations, Field Operations, Finance, and other internal teams to support product launches, service promotions, commercial account opportunities, and customer education efforts.

The position supports SELCO's broadband and connectivity service portfolio, including internet, voice, video, managed Wi-Fi, business services, and future communications services.

ESSENTIAL JOB FUNCTIONS:

Product Strategy & Service Development

- Support the development, positioning, and ongoing improvement of SELCO's broadband product portfolio.
- Assist in evaluating new service opportunities, including commercial Wi-Fi, managed Wi-Fi, broadband TV or streaming packages, premium support, business services, and future communications services.

- Work with Broadband Operations and Field Operations to understand technical feasibility, installation impacts, support needs, and customer experience considerations.
- Help define product features, customer benefits, target audiences, and service positioning.
- Support product launch planning, internal training, customer education, and post-launch review.

Sales Enablement

- Develop and maintain sales tools, talking points, service comparison materials, product sheets, and customer-facing resources.
- Support Customer Experience and other customer-facing teams with accurate service information and sales guidance.
- Help identify customer upgrade opportunities, business account opportunities, and retention opportunities.
- Support residential and commercial sales efforts through product knowledge, proposal support, and campaign coordination.
- Track sales activity, customer interest, common objections, and market feedback.

Marketing & Customer Education

- Coordinate broadband marketing initiatives in support of divisional goals.
- Develop and maintain broadband brochures, informational materials, presentations, website content drafts, and customer education resources.
- Serve as the content owner for broadband product descriptions, service explanations, and promotional messaging.
- Coordinate with Customer Experience and Communications to ensure customer-facing information remains accurate and consistent.
- Support campaigns related to product launches, service upgrades, customer education, retention, and competitive response.
- Commercial Services & Business Account Growth
- Support business and commercial broadband customer growth.
- Assist with commercial service proposals, account support, and customer education.

- Work with Broadband Operations and Field Operations to coordinate feasibility, implementation requirements, and service expectations.
- Maintain awareness of commercial customer needs and recommend service improvements or new offerings.
- Support efforts to grow commercial adoption of add-on services such as managed Wi-Fi or commercial Wi-Fi.
- Retention & Competitive Response
- Support customer retention and win-back initiatives.
- Develop customer education materials that explain SELCO's value, service options, and local advantages.
- Monitor competitive messaging and help develop appropriate responses.
- Coordinate with Help Desk and Customer Experience to identify customer pain points, common cancellation reasons, and opportunities for service recovery.
- Recommend campaigns or process improvements to improve retention and customer satisfaction.

Reporting & Performance Support

- Work with the Broadband Business Operations Specialist to review campaign results, product adoption, customer trends, and sales performance.
- Help track product performance and recommend adjustments to campaigns, materials, or service positioning.
- Provide summaries and updates to the Broadband Services Manager on active initiatives, customer feedback, and sales opportunities.

KNOWLEDGE, SKILLS, & ABILITIES

- Knowledge of broadband, telecommunications, internet, voice, video, and managed Wi-Fi services.
- Understanding of product positioning, customer education, sales enablement, and marketing coordination.
- Strong written and verbal communication skills.
- Ability to translate technical service information into clear customer-facing language.
- Ability to develop brochures, presentations, website content, sales materials, and customer education resources.
- Ability to coordinate campaigns and projects across multiple departments.

- Ability to understand customer needs and recommend practical service improvements.
- Ability to support commercial account growth and customer retention efforts.
- Strong organizational skills and attention to detail.
- Ability to analyze feedback, campaign results, and customer trends.
- Ability to work collaboratively with technical, field, customer service, and finance teams.

QUALIFICATIONS:

Bachelor's degree in Marketing, Communications, Business Administration, Telecommunications, Public Relations, or a related field, or an equivalent combination of education and experience.

Three (3) to five (5) years of experience in marketing, sales support, product coordination, customer communications, broadband, telecommunications, municipal utilities, or a related field.

Experience with broadband, internet, managed Wi-Fi, video, voice, or commercial connectivity services preferred.

Experience creating customer-facing materials, sales tools, website content, presentations, or marketing campaigns preferred.

SUPERVISORY RESPONSIBILITY:

This position does not have direct supervisory responsibility. This position does not have direct reports but works in a cross-functional capacity with multiple departments, including marketing, customer service, field operations, and technical support to ensure alignment on business development initiatives, customer engagement strategies, and service expansion efforts.

WORKING CONDITIONS/PHYSICAL DEMANDS:

Capable of performing job functions for extended periods of time. Moderate physical effort may be required on an intermittent basis.

May involve attendance at evening and/or weekend meetings, community events, and travel to other in-state and out-of-state communities for industry events.

Valid driver's license required.

Requires availability during emergency operations outside of normal business hours.

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
