



297 Nelson Street W
P.O. Box 448
Viriden, MB R0M 2C0
Phone: 1-866-887-3669
Email: careers@rfnow.net

Marketing Specialist, Residential and Small Business Segments

RFNOW Inc. is a leading Internet Telecommunications Service Provider committed to delivering high-speed, reliable internet connectivity to homes and businesses. With a focus on customer satisfaction and innovation, we strive to provide seamless online experiences and empower our customers to stay connected in today's digital world.

As a Marketing Specialist, you will play a pivotal role in driving the company's growth and enhancing its brand visibility. You will collaborate closely with the rest of the sales and marketing team and other stakeholders to develop and execute creative marketing strategies that resonate with our target audience.

General Responsibilities:

- Develop and implement comprehensive marketing campaigns to promote our internet services and drive customer acquisition.
- Develop quarterly omni-channel marketing plans and calendars and communicate plan across the organization.
- Generate sales leads through various marketing tactics and sales channels (e.g. rfnow.com, social, printed mailers, tradeshow, etc.)
- Execute targeted email campaigns to sales leads and existing customers to nurture relationships and drive conversions.
- Provide support for market launch activities, including but not limited to door-to-door sales support, creating and securing distribution of pre-sale flyers or mailers, and assisting with online marketing initiatives.
- Conduct market research to identify customer needs, preferences, and trends, and incorporate insights into marketing strategies.
- Create compelling content for various marketing channels, including digital platforms, social media, email campaigns, and print materials.
- Collaborate with the sales team to develop sales enablement materials and support lead generation efforts.
- Support quarterly social calendar across Facebook, Instagram, LinkedIn, etc.
- Analyze marketing data and metrics to evaluate campaign performance and identify areas for optimization.
- Stay informed about industry developments, competitor activities, and emerging trends to maintain a competitive edge.
- Support new product launches.
- Develop training and scripting, as required to ensure successful deployment of sales tactics.

The key accountabilities for this role include the achievement of targets for:

- Monthly sales leads and sign-ups
- Marketing penetration
- Total revenue and net new monthly revenue

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Qualifications:

- Bachelor's or College degree in marketing Communications, Business Administration, or related field
- 2 to 4 years of experience in marketing role
- Telecom industry experience would be preferred.
- Excellent written and oral communication skills, ability to work cross-functionally, strong organization, project management skills, and creativity are essential.
- Ability to create engaging content for diverse audiences.
- Critical thinking and analytical skills
- Ability to think strategically while also contributing to and delivering results.
- Strong understanding of digital marketing techniques, including SEO, SEM, PPC, and email marketing
- Manage competing priorities and deadlines, work independently and in a team setting, set and achieve goals, and effectively communicate complex ideas.
- Grit, determination, and resilience ... prepared to travel the "100 miles of hard road" in building a new, early-stage business.
- Confidence in presenting his/her ideas and perspectives.
- He/she must be "self-propelled" in terms of developing set of tactical imperatives and taking charge to drive those priorities. Experience working with private equity would be a plus.
- Growth mindset and working in environments of change (and leading this)

If interested, please forward your resume and cover letter detailing your interest and qualifications to careers@rfnow.com.

RFNOW Inc. is an equal opportunity employer. We welcome applications from people from all backgrounds and capabilities. Applicants are welcome request necessary accommodations throughout our employment process.

About RFNOW Inc.

RFNOW Inc. is a successful, dynamic organization with opportunities to grow and specialize in a number of areas within the field of technology and construction including broadband wireless communication, fibre optics, network architecture/maintenance, directional drilling, cable plowing, line locating, tower building, residential and commercial service connections, and heavy equipment operation and maintenance. Learn more at www.rfnow.com.

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