



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

Senior Manager or Director of Sales & Marketing - Residential and Small Business Segments

RFNOW Inc. is seeking applications from motivated individuals interested in leading the Residential Sales team. The Leader is responsible for the strategic development, deployment, and operational execution of the marketing tactics and sales channels across RfNow to acquire new residential and small business customers seeking telecommunications services such as Internet, TV and Home Phone.

General Responsibilities:

- Generate sales leads through various marketing tactics and sales channels (eg., rfnow.com, social, printed mailers, tradeshow, etc.)
- Secure new customer sign-ups through closing tactics, agent positioning, pricing strategies, and/or other tactics
- Set up, manage, monitor and optimize sales channel performance (eg., door to door, online, inbound and outbound call centre, retail, dealers, etc.)
- Execute go to market strategy and tactics
- Develop quarterly omni-channel marketing plans
- Coordinate go to market plans with Construction, Network Design and Installer teams to ensure alignment and ability to deliver plan
- Develop pricing strategy and adjust accordingly based on competitive intelligence
- Conduct market research and competitive intelligence to inform strategies
- Establish operational and Executive sales and marketing reports – daily, weekly, monthly – to evaluate results
- Explain variances to results and identify new opportunities to continuously improve
- 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 sign-ups and installs
- Marketing penetration
- Total revenue and net new monthly revenue
- Average revenue per new customer (ARPU),
- Churn
- Cost per gross addition (CPGA)—sales component

Other responsibilities:

- Collaborate with the Finance team to ensure that there are strong controls over the timely, accurate, and complete payment of incentive sales compensation to both internal employees, and external, third-party channels
- Create data-based performance culture throughout marketing and sales organization
- Continuously evaluate and recruit talent on the team, and improve team skillsets

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- Ensure that the sales processes and methodologies, and sales engagement with customers reflects positively on RFNow, and reflects the vision and values of the Company.

Qualifications:

- Bachelor's degree in marketing or business administration. An MBA in these disciplines would be preferable.
- 3 to 6 years of experience in senior sales leadership
- 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.
- Critical thinking and analytical skills
- Ability to think strategically while also contributing to and delivering results
- 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
- Capable of building a team with the required sales disciplines.
- 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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