



JOB DESCRIPTION

Job Title: Vice President of Customer and Marketing Operations
Department: Customer Operations
Reports To: Chief Executive Officer

FLSA Status: Exempt
Represented by the Association: No

Job Summary: Manage and direct the activities of the Customer and Marketing Operations Department including all aspects of customer service, billing, corporate and product marketing, company branding, customer education and community relations.

Essential Job Duties and Responsibilities:

- Develop, implement and manage all aspects of customer service, call center selling and billing systems.
- Develop, implement and manage all aspects of product specific and corporate marketing, company image, company branding, and community relations.
- Manage the customer service, billing and marketing staff, including selection, training, development, performance management, appraisals, and coaching, insuring that the goals and objective set by the company are met.
- Direct customer service for ILEC and CLEC operations.
- Insure and maintain positive customer service. Develop and implement quality control standards. Meet, and ideally exceed, corporate customer service and sales objectives and goals.
- Ensure that the internal processes and systems operate at top performance levels.
- Develop and manage the budget for all customer service, marketing and community relations and related processes other than donations and those managed directly by the Board of Trustees, to ensure company financial objectives are met.
- Professionally represent the company in marketing and community relations activities.
- Actively participate in executive level discussions and the strategic planning process as a member of the senior leadership team by providing support of company initiatives, maintaining confidentiality, taking initiative to propose policies and programs that contribute to the company's success, and accepting accountability for participation. Set a positive leadership example demonstrated through performance.
- Respond to customer trends and feedback to maintain market position and/or improved customer and community relations in our service territory.
- Ensure compliance with the FCC, MPSC, and any other state and federal rules and regulations.

Additional Job Duties and Responsibilities:

- Perform other duties and responsibilities as required to fulfill job function or as assigned.

Knowledge, Skills, and Abilities:

- Knowledge of:
 - company policies and procedures.
 - the communications industry.
 - the products and services offered by the Company and the systems required for service delivery.
 - strategic marketing and development and implementation of a marketing plan.
 - best practices in areas of customer service and billing.
 - applicable federal and state laws, codes and industry practices, and industry legislation.
 - general office practices and procedures.
 - time management and organizational skills.

- Skill to:
 - operate a personal computer and related software.
 - write original material, edit, proofread and finalize written material.
 - gather and report numerical data and produce statistical reports.
 - operate various office equipment such as a computer, copy machine, fax machine and multi-line telephone.

- Ability to:
 - be an effective leader.
 - handle multiple priorities, work accurately, work under pressure, and respond quickly to tight deadlines.
 - speak effectively to individuals and groups of people.
 - positively, effectively and professionally represent the Company.
 - function effectively as a team player.
 - think analytically and be a problem solver.
 - communicate with customers, co-workers, and various business contacts in a courteous and professional manner.
 - learn complex customer service software.
 - work from oral and written instructions and make decisions independently and take responsibility for them.
 - read, write, analyze, and interpret reports.
 - provide excellent customer service.
 - work in a safe and effective manner.
 - obtain and maintain a valid Montana driver's license, have a good driving record and be insured under the Company insurance policy.
 - maintain confidentiality of Company records when required.
 - create a team environment and sustain employee morale.

Education and Experience:

Any combination equivalent to the following education and experience that would provide the required knowledge, skills and abilities would qualify. A typical way to obtain the knowledge, skills and abilities would be:

Bachelors' degree in business administration, marketing, or related field, a master's degree preferred; 7 to 10 years of progressive management roles in customer operations, marketing and/or sales, ideally with a minimum 5 years of experience in the telecommunication industry. ILEC and CLEC experience a plus.

Physical and Other Requirements:

This position may require 8 to 10 hour days, flexible hours and some weekends.

Physical Requirements	0-24%	25-49%	50- 74%	75-100%
Seeing: Must be able to read reports and use computer. Must be able to read and interpret test equipment.				X
Hearing: Must be able to hear well enough to communicate with employees and business contacts.				X
Standing/Walking:	X			
Climbing/Stooping/Kneeling:	X			
Lifting/Pushing/Pulling:	X			
Driving:	X			
Fingering/Grasping/Feeling:				X

Working Conditions:

This factor measures the surroundings or physical conditions under which a job must be done and the extent to which those conditions make the job disagreeable. Consider the presence and relative amount of exposure to dust, dirt, heat, fumes, contaminants, cold, noise, vibration, wetness, etc.

Good working conditions with the absence of disagreeable conditions.

Additional Information:

This job description is not intended to be all-inclusive, and employee will also perform other reasonably related business duties as assigned by immediate supervisor and other management as required. Blackfoot reserves the right to revise or change job duties and responsibilities as the need arises. This job description does not constitute a written or implied contract of employment.

Employee Acknowledgement

Date

Effective Date: April 8, 2003

Revised Date: July 27, 2004

Revised Date: July 16, 2010