



Director of Consumer Products

Alaska Power & Telephone is hiring a full-time **Director of Consumer Products**. Our successful candidate will lead the development, marketing, and sales of AP&T's consumer Products. This position will interact with a 3rd party marketing team, manage a small sales team, and actively interact with customer service and technical support regarding these products. This position can be in any of our AP&T offices or remote from a home office in Alaska.

Job Duties and Responsibilities:

- Review and modify consumer products as needed to drive sales across AP&T's Market, targeting core products including Broadband, Hosted PBX, Telephone etc.
- Lead and mentor a high-performing product development, sales, and support team
- Manage 3rd party marketing team to improve brand awareness, establish and build customer relationships, market products, manage social media presence related to consumer products, and educate customers.
- Work closely with Telecom Engineering to ensure the products being offered can perform well and that the necessary infrastructure is in place to provide our customers an excellent experience.
- Work closely with CSR's, technical support, and technicians to make sure they are prepared and eager to support all products.
- Develop and implement plans to engage customers in each community we serve with customer education outreach programs to educate and upsell to end users.
- Monitor key performance indicators (KPI's) to assess the success and impact of each product, marketing, and social media campaigns.
- Must be able and willing to travel to all communities to integrate with AP&T employees and lead engagement with the community.

Required Qualifications and Experience:

- Bachelor's degree in a relevant field
- Proven record of successful product management in the telecom industry.
- Demonstrated success in developing and executing product strategies that resulted in business growth.
- Ability to manage the challenges of selling Broadband in remote Alaska communities.
- Self-directed and motivated with excellent written and verbal communication skills.
- Ability to work collaboratively.
- Ability to keep team focused on company goals and a history of meeting those goals.
- Current Driver's license and the ability to be insured by AP&T

Desired Experience:

- 5+ years telecom product management
- 3+ years of marketing, social media and leadership experience

Required Physical Requirements of the Position:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

- Employee must maintain a constant state of mental alertness at all times. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Essential and marginal functions may require maintaining physical condition necessary for bending, stooping, sitting, walking or standing for prolonged periods of time; most of time is spent sitting in a comfortable position with frequent opportunity to move about. Work is mostly performed from a sedentary posture.
- The employee is regularly required to hear, talk, sit and use hands and fingers to operate a keyboard and phone.
- The employee may be occasionally required to reach with hands and arms and lift, handle, or move objects weighing up to 40 pounds.
- Specific vision abilities required by this job include close vision, distance vision, peripheral vision, and the ability to adjust vision. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- Some modest local and distant travel via automobile or airplane may be required to support departmental or organizational functions or objectives.

The pay range for this position is \$113,00.00-\$127,000.00 annually and is DOE. AP&T offers a generous benefit package including (but not limited to) medical, dental, vision, 401K, employee stock ownership options, up to \$125 annual medivac insurance reimbursement. Paid holidays, Paid leave time, \$150.00 in company logowear. Recognition of our employees is important to AP&T's values. We like to continuously show appreciation and recognition within our teams. AP&T is a small non-union, employee-owned utility.

For more information about our organization, please visit:

www.aptalaska.com

Interested in careers at AP&T- View our careers video here:

<https://vimeo.com/794686938>

To apply for this position please go to:

<https://aptalaska.workbrightats.com/jobs/1090263-176045.html>

EEO Employer/Vets/Disabled and Drug and Alcohol-free workplace