



Atlantic Broadband

Job Description

Job Title: Residential Accounts Associate

Department: Marketing and Sales

Reports To: Supervisor/Manager determined by system

FLSA Status: Exempt

Prepared By: Human Resources

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Approved By: Human Resources

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Summary: Responsible for increasing the number of active subscribers and product penetration in assigned complex large scale multi-dwelling properties/communities promoting and selling Atlantic Broadband products including video, high-speed Internet and phone services. Develop strong relationships with local and national property management that is conducive to the sale and retention of Atlantic Broadband products and services. Strategizes and plans ongoing sales support to assigned group of MDU properties. Utilizes expert knowledge of Atlantic Broadband products and services as well as mastery of sales processes to consistently maximize sales. Has in-depth experience, knowledge, and skills in large complex MDU community sales. Usually determines own work priorities.

Essential Duties and Responsibilities include the following. Other duties may be assigned.

Demonstrates expert knowledge of Atlantic Broadband products, selling and promoting offerings to customers on-site within multi dwelling units. Displays thorough and recent competitive knowledge of features, benefits, product differences, pricing, and campaigns for video, high-speed internet and phone services.

- Meets and exceeds sales goals including net add improvement and penetration goals as established by local market. Drives customer acquisition, awareness, retention and interest in Atlantic Broadband products, bundles and offers at the local property level by leveraging available programs (e.g., community rewards for property staff, events, marketing collateral, channel resources and online/digital tools).
- Proactively follows up with customer and property staff as appropriate regarding sales, product, technical or customer care issues. Manages fast resolution of product and customer care issues across customer care, billing and technical support as a single point of contact who is helpful to the customer and property staff and also to internal teams.
- Develops strong working relationships with property management and leasing staff of Atlantic Broadband Select Community properties and leverage their support through on site programs and events. 10%

- Calls on and visits all new Atlantic Broadband Select Community properties on regular and consistent basis prior to and following occupancy; manages and attends frequent onsite events to generate subscriber growth. For new build and win back properties ensures that Atlantic Broadband services are available prior to occupancy dates.
- Effectively utilizes with high proficiency Microsoft Office, Google, Facebook, Twitter, mobile apps, and other software programs and social media to drive online marketing efforts at assigned properties.
- Consistent exercise of independent judgment and discretion in matters of significance.
- Regular, consistent and punctual attendance. Must be able to work nights and weekends, variable schedule(s) as necessary.
- Other duties and responsibilities as assigned

Supervisory Responsibilities

This job has no supervisory responsibilities.

Additional Qualifications:

- Responsible for launching new Atlantic Broadband Select Community properties into the market place, while working with the Select Communities, Construction and Care teams to ensure a smooth rollout and transition
- They will be the first face and name for their assigned properties and will be also be responsible for holding events at the properties on a weekly basis
- Gathering competitive information while growing penetration
- Ensuring that the competition is a second thought by visiting each property on a bi-weekly basis and providing move in packets, conducting lunch and learns, property appreciation events, etc.

Competencies

To perform the job successfully, an individual should demonstrate the following competencies:

- Communication- Clearly conveys information through a variety of media (verbal, written, e-mail, v-mail, etc.) in a way that engages the audience and helps them understand and remember the message; listens well.
- Perseverance- Able to finish a task, regardless of resistance or setbacks; pursues everything with energy, drive and a desire to complete task; utilizing a variety of ways to get things done.
- Influence and Persuasion- Able to convince others in both positive or negative circumstances; uses tact when expressing ideas or opinions; presents ideas effectively to persons at all senior levels; adapts presentations to suit the audience; responds to objections successfully.
- Planning, Prioritizing, and Goal Setting- Able to prepare for emerging customer needs; manages multiple projects; determine project urgency; uses goals to guide actions and creates detailed action plans; organizes and schedules people and tasks to achieve maximum efficiency.
- Sales- Enjoys and excels at the sales process; is a natural salesperson; can bargain and negotiate to build company profitability.

- Customer Focus- Able to demonstrate a high level of service delivery; does what is necessary to ensure customer satisfaction; addresses and resolves service failures; prioritizes customer needs; makes customer and their needs a primary focus of action.
- Qualifications to perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Education and/or Experience

A high school diploma or the equivalent is required; Associates degree (or higher) in marketing, business or related areas of study and/or 3-5 years related experience is strongly preferred.

Language Skills

Ability to read and interpret documents such as safety rules, operating and maintenance instructions, and procedure manuals. Ability to write routine reports and correspondence. Ability to speak effectively before groups of customers or employees of organization.

Mathematical Skills

Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills

Ability to use personal computer and software applications.

Certificates, Licenses, Registrations

Valid driver's license, satisfactory driving record within Company required standards and auto insurance.

Other Skills and Abilities

None.

Physical Demands

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. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to stand; walk and talk or hear. The employee is frequently required to use hands to finger, handle, or feel and reach with hands and arms. The employee is occasionally required to sit. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required by this job include close vision, peripheral vision and ability to adjust focus.

Work Environment The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly exposed to outside weather conditions. The employee is occasionally exposed to extreme cold and extreme heat.

The noise level in the work environment is usually moderate.

Summary

We're looking for motivated, determined and highly personable individuals to be the "face" of Atlantic Broadband. You'll sell and promote the full range of products with focus on video, high-speed Internet and phone services. Working a flexible assigned schedule, you'll use your exceptional interpersonal and consulting skills to listen closely to each customer's needs, explain our products and services in-depth; and recommend the right solutions. This could involve calling on potential new customers, upgrading an existing customer's services, and even winning back former customers – you've got to be flexible and ready for anything!

Comprehensive, ongoing training in all of our products and services will keep you up speed and ready to sell anything. And your managers and sales support the team will have your back --going on ride-alongs, attending weekly team huddles and giving you the tools you need to thrive. You'll even be given an iPad to let you demo our products in real time with your customers!

A high school diploma or the equivalent is required; Associate's degree (or higher) in marketing, business or related areas of study and/or 3-5 years related experience is strongly preferred. In return, we provide an exceptionally supportive team environment, a generous commission (no cap on earnings) and a strong benefits package. Your talent and tenacity will take care of the rest.