

Join us. Lead the way.

Marketing Director

CellOne is the premiere provider of mobile wireless telecommunications services in Bermuda. Our mission is to deliver leading and reliable communication services and to exceed customer expectations at every touchpoint. We are currently seeking qualified individuals that can embrace the CellOne spirit of "getting it done" to apply for the position of Marketing Director. The successful candidate will report to the CEO.

Main Responsibilities

- Develop, execute and manage strategic marketing and commercial plans, sales metrics, revenue and product margin forecasts and marketing operating budget
- In conjunction with the CEO, ensure the company's short and long term business plans can deliver against subscriber and EBITDAM targets
- Develop and implement product positioning, marketing communication support, and pricing strategy to ensure growth in market share and ARPU
- Drive innovative product development in light of consumer needs and competitive set with respect to device roadmaps, rate plans and new services in particular those enabled by OTT platforms
- Analyze sales and product contribution performance against programs and promotions to determine effectiveness and take corrective action as needed
- Plan and oversee advertising, sponsorship and promotional activities, spend allocations and manage associated partner relationships
- Lead all research activities in order to gauge consumer, product and brand insights
- Oversee all public relations communications in order to maintain a consistent corporate and brand image
- Routinely seek out and provide insight to other team members on customer needs and competitive landscape and utilize this information to optimize offerings
- Manage, coach and develop a small but committed and dynamic marketing team

Essential Requirements

- Bachelor's degree. MBA would be advantageous but not required
- Most recent experience must consist of 5-10 years senior leadership in consumer product/service marketing positions of which 3-5 years must be continuous experience in the mobile wireless industry
- Proven ability to driving growth in sales and profitability and having impact in the organisation
- Highly analytical and tactical with direct application to the mobile wireless industry
- Hands-on with strong organizational, prioritizing and execution skills
- Highly developed leadership, communication and interpersonal capabilities
- Proven track record of confident decision making in a fast paced and high pressured competitive environment
- Strong computer skills including Microsoft Office

We offer a dynamic and rewarding working environment along with a competitive compensation package. If you possess the requirements for the position and this sounds like the challenge you've been waiting for, please forward your resume and cover letter to the Human Resources Manager at hr@cellone.bm or mail to:

CellOne
Human Resources Manager
P.O. Box HM 3262
Hamilton HMPX

CLOSING DATE FOR APPLICATIONS:

Tuesday May 19, 2015

Application forms can be downloaded from:
http://www.cellone.bm/about/aboutus_employment.html

