



Job Description: Marketing & Customer Outreach Coordinator

Job Type: Full-Time

About

NEKCV, dba NEK Broadband and CVFiber, is a community-driven organization whose mission is to ensure high-speed broadband internet service is available to the most rural and underserved communities in the Northeast Kingdom and the Central Valley. Founded in 2020 as a Communications Union District, we began network construction in 2021. We're a growing company of 30 employees, which means there's lots of room for growth and learning. Here at NEKCV, we're committed to creating an inclusive culture where all employees feel welcomed and valued. As we continue to grow, we are seeking a Marketing & Customer Outreach Coordinator to join our team.

Position Overview

NEKCV is seeking a community-focused Marketing & Customer Outreach Coordinator to lead customer engagement efforts and manage outreach through HubSpot CRM. This role is responsible for planning and executing targeted marketing campaigns, maintaining accurate customer data in HubSpot, segmenting audiences, tracking engagement metrics, and supporting email and digital communications. Key responsibilities include lead nurturing, pre-registration outreach, service launch communications, and reporting on campaign performance.

The ideal candidate is a creative storyteller with excellent written and verbal communication skills, experience with HubSpot (or similar CRM platforms), and the ability to translate data into actionable outreach strategies. A strong understanding of the broadband industry and community engagement is a plus.

Key Responsibilities

Marketing & Communications

- Maintain and manage the CRM platform (Hubspot)
- Manage social media platforms and website content
- Create newsletters, press releases, and town-specific updates
- Maintain brand consistency across all communications
- Track and report on marketing performance metrics

Customer Outreach & Engagement

- Support outreach efforts in towns entering construction and activation phases

- Attend community meetings, events, and tabling opportunities
- Respond to general customer inquiries and support the sign-up process
- Coordinate outreach related to programs such as affordable drop initiatives or grant-supported efforts
- Work closely with operations and construction teams to align messaging with build timelines
- Work out of the Groton Hub office at least twice a week and be the point person for public use of the space.

Data & Reporting

- Track sign-up rates and outreach effectiveness
- Maintain organized outreach contact lists
- Support CRM or subscriber management updates

Qualifications

- 2–5 years of experience in marketing, communications, public relations, or community outreach
- Strong written and verbal communication skills
- Experience managing social media and email campaigns
- Proficiency with Google Workspace and basic marketing tools
- Ability to work independently and manage multiple projects
- Valid driver's license and ability to travel within the Northeast Kingdom

Preferred

- Experience in broadband, utilities, municipal services, or community development
- Familiarity with rural outreach and public-sector communications
- Graphic design experience (Canva, Adobe, etc.)
- Experience using CRM systems
- Knowledge of Vermont communities and local governance

Benefits

- Benefits are competitive, including 100% health insurance for the employee and up to 75% for the family; 30 days of combined time off; dental, vision, short and long-term disability, life insurance, and up to 3% retirement match
- Paid time off and holidays.
- Professional development opportunities.
- Salary range is \$65,000 to \$72,000 depending on experience.

Application Process

Interested candidates should submit a resume and cover letter outlining relevant experience and qualifications to careers@nekbroadband.org

Equal Opportunity Employer

NEKCV is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.