

E79
Tompkins County

Department: Town of Dryden

Classification: Competitive -Pending Jurisdictional Classification

Approved: 10/2024

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATION:

1. Graduation from a regionally accredited or New York State registered college or university with a bachelor's degree in business, telecommunications, or related field AND two years of full time paid (or the equivalent part-time and/or volunteer) senior executive leadership in a municipal, nonprofit, telecommunications, or related organization.
2. Graduation from a regionally accredited or New York State college or university with an Associates degree in business, telecommunications, or related field AND 4 years of full time paid (or the equivalent part-time and/or volunteer) senior executive leadership in a municipal, nonprofit, telecommunications, or related organization

DISTINGUISHING FEATURES OF THE CLASS:

The Executive Director would provide strategic leadership to the Dryden Fiber project with an understanding of telecommunications and technology, and a passion for driving growth and innovation. The individual should have a demonstrated ability to drive financial performance and excellence in operations management. The position requires excellent communication and interpersonal skills, with the ability to build relationships with internal and external stakeholders and an understanding of broadband technologies, market dynamics, and industry trends. The work is performed under the general direction of the Town Supervisor.

TYPICAL WORK ACTIVITIES:

- Develop and execute Dryden Fiber's overall strategic vision, ensuring alignment with market trends and technological advancements;
- Responsible for financial management of the project and drive initiatives to optimize operational efficiency and cost-effectiveness;
- Individual would provide consistent communication as a spokesperson to outside stakeholders, news sources, and the public;
- Responsible for overseeing subcontractors and facilitating communication between the contractors as needed;
- Research and implement strategies to enhance customer retention and loyalty;
- Recruit, mentor, and develop a high-performing team of external contractors and coordinate with internal town staff;
- Oversee financial performance, budgeting, and resource allocation to ensure sustainable growth and profitability;
- Research and applying for outside funding for the project and implementation of the funding;
- Reporting to Town Board and other stake holders in the progress of the project;
- Promoting and marketing the service to potential customers through online resources and in person events;
- Manage Dryden Fiber website and social media;
- Build a successful marketing, public relations, and sales organization to penetrate the market;
- Prepare press releases and opinion pieces as needed;
- Chairing public broadband committee, subcommittee meetings, operational meetings, and other meetings as needed;
- Engage with regulatory authorities to advocate for policies that support the company's goals.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- Thorough knowledge in formulating and implementing business plans to achieve short and long-term objectives;
- Ability to create a collaborative and inclusive corporate culture that encourages creativity, accountability, and professional growth;
- Ability to manage communications, by being the spokesperson of Dryden Fiber;
- Knowledge to identify and capitalize on market opportunities and staying ahead of industry trends and competition;
- Ability to foster relationships with key stakeholders, including regulatory bodies, partners, and customers;
- Ability to drive the development and implementation of innovative technologies and services to enhance our broadband offerings;
- Ability to foster a culture of continuous improvement and innovation throughout the organization;
- Ability to prioritize customer satisfaction and experience that will ensure that our broadband services meet and exceed customer expectations;
- Ability to understand and lead on process documentation;
- Ability to bring internal and external stakeholders together to operate cohesively as the organization grows;
- Knowledge and ability to coordinate with Town leadership on intergovernmental relations and track interactions with other government officials and agencies;
- Ability to stay abreast of and ensure compliance with relevant industry regulations and standards.

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