



**Connectivity is What We Do...**  
**Service is Our Passion**

Wisper ISP, Inc.  
3680 Lebanon Ave  
Belleville, IL 62221  
Phone: 618.206.4190  
Fax: 866.282.3580

## **JOB DESCRIPTION**

**Job title:** Marketing Manager  
**Company:** Wisper ISP  
**Location:** Shiloh, Illinois  
**Department:** Marketing and Sales  
**Reports to:** Nathan Stooke  
**FSLA Status:** Exempt

### ***JOB SUMMARY***

Have a love for marketing and a passion to develop market and promote the Wisper brand through educating existing and potential clients on the Wisper services offered. Have the talent and enthusiasm to create a marketing strategy from the ground up, never losing our strong customer focus. Shout out to the world what we do while building and maintaining collaborative two-way communication. This position requires building creative and targeted interpersonal relationships with a sales and marketing orientation.

### ***ESSENTIAL FUNCTIONS***

- Create the Wisper marketing strategy. Focus should include:
  - Marketing campaigns
  - Execution timelines
  - Budget administration, review, and compliance
  - Develop metrics for, and analyze marketing results
- Coordinate with the Executive team to maximize the marketing strategic direction.
- Effectively and assertively communicate marketing strategies to the organization.
- Build the marketing “best practices” for the Wisper brand.
- Target the businesses, community groups, and/or individuals to build a potential client base to maximize interest in Wisper services.
- Generate qualified leads that increase revenues with a focus on client retention and sustaining revenues while demonstrating a willingness to take risks.
- Relate the Wisper story to new and existing customers in a creative and innovative manner.
- Respond to public inquiries and provide information required on a timely basis.
- Prepare and distribute flyers and brochures as required.
- Perform marketing analysis and forecasting and develop and maintain tracking programs to measure marketing results.
- Perform administrative tasks that support client contact and follow-up.
- Perform other related duties as required and directed



**Connectivity is What We Do...**  
**Service is Our Passion**

Wisper ISP, Inc.  
3680 Lebanon Ave  
Belleville, IL 62221  
Phone: 618.206.4190  
Fax: 866.282.3580

### ***JOB REQUIREMENTS AND QUALIFICATIONS***

- Must be able to quickly acquire knowledge of and relate the Wisper story.
- A Bachelor's or Associate's degree in a related field is preferred or a minimum of five years experience in a related field
- Must be able to pass a DMV check and is expected to travel in a company vehicle within a 90-mile radius of St. Louis.
- Some supervisory experience is preferred.
- Must demonstrate effective verbal and written communication skills, including the ability to express thoughts to others and exchange information.
- Must demonstrate the ability to maintain a cooperative working relationship with a varied and diverse population.
- Must be an entrepreneurial leader with the ability to direct, delegate, and manage a team.
- Must possess knowledge and skills in executing business correspondence and be able to proofread for grammar, spelling, and punctuation with a high degree of accuracy.
- Must have the ability to quickly build rapport and credibility.
- Must be able to handle multiple interruptions and adjustments to priorities throughout the day.
- Must have proven ability to work within a fast-paced, high-change environment.
- Must demonstrate personal accountability in order to set priorities, organize workload, handle multiple responsibilities, and meet deadlines.
- Candidate must be able to perform the above essential duties in the following manner:
  - Work independently, using sound judgment principles
  - Be professional in dress, speech, and manner
  - Communicate effectively in multiple mediums
  - Work with a flexible schedule and demonstrate effective time management

### ***OTHER INFORMATION***

**The statements contained in this job description reflect the general details necessary to describe the principal functions of this job, the level of knowledge and skill typically required, and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods, or otherwise to balance the workload.**