



417 Wayne Avenue
Defiance, OH 43512
humanresources@team-meta.net
www.metalink.net

Career Opportunity

Sales and Marketing Manager

MetaLINK Technologies has been serving our customers since 1996, providing High-Speed Broadband Internet, Fiber Transport, Co-location, Web Hosting, and Hosted Phone Services and systems.

Locally owned and operated, our goal as your service provider is to offer you and your business fast, reliable Internet access and professional world class technical support to keep your connection running smoothly.

We are proud of the quality services that we provide to your businesses and households. We are active community members reaching out to help continue to build on the strength of our hometowns.

Serving Northwest Ohio, Northeast Indiana, and Southern Michigan, our footprint of services is growing along with the professional services we provide.

To learn more about MetaLINK Technologies, Inc., please visit our webpage at www.metalink.net.

Job Type: Exempt, full-time

Reports to: Chief Operations Officer

How to apply: Resumes may be sent to Human Resources at humanresources@metalink.net.

General Summary:

The (Mid-Level) Sales and Marketing Manager is responsible for leading and executing strategic sales and marketing initiatives to drive revenue growth, strengthen brand presence, and expand customer engagement. This role oversees day-to-day sales and marketing operations, collaborates cross-functionally, and ensures alignment between company goals and market strategies.

The Mid-Level Manager develops and implements marketing campaigns, monitors performance metrics, identifies market opportunities, and contributes to long-term business planning. Additionally, this position plays a key role in mentoring and guiding junior team members, fostering a collaborative sales culture, and ensuring that best practices in sales, marketing, and customer relationship management are consistently applied.

This role requires a results-driven professional with a balance of analytical, strategic, and interpersonal skills, capable of managing multiple projects while maintaining attention to detail and operational efficiency.

Essential Job Functions:

- Develop, implement, and oversee sales and marketing strategies to promote company products and services, including broadband, fiber, internet, VoIP, and IoT solutions, across residential and business markets.
- Lead the planning, execution, and evaluation of marketing campaigns, advertising, digital initiatives, and community outreach programs.
- Monitor market trends, competitor activity, and customer insights to identify growth opportunities and guide strategic decision-making.
- Manage and mentor junior sales and marketing team members, providing coaching, training on sales techniques, and development of professional skills.
- Foster a collaborative, results-driven team environment to achieve sales targets and enhance overall department performance.
- Collaborate with cross-functional teams, including operations, customer service, and technical departments, to ensure consistent messaging, seamless customer experience, and coordinated execution of initiatives.
- Oversee CRM and lead management processes, ensuring accurate tracking, reporting, and follow-up on sales opportunities.
- Analyze campaign performance, sales metrics, and marketing ROI to provide actionable recommendations and adjustments to strategies.
- Prepare and deliver presentations, proposals, and reports to leadership, stakeholders, and potential clients.
- Maintain brand consistency across all marketing channels, communications, and customer touchpoints.
- Manage vendor relationships and coordinate with external partners for marketing, promotional, and event-related activities.
- Assist in budget planning, expense tracking, and resource allocation for sales and marketing projects.
- Support company initiatives to enhance customer satisfaction, community presence, and brand reputation.

Knowledge, Skills, and Abilities:

- Comprehensive understanding of sales strategies, marketing principles, and business development processes.
- In-depth knowledge of digital marketing, social media, SEO/SEM, email campaigns, and content marketing best practices.
- Understanding of telecommunications, broadband, fiber, internet, VoIP, and IoT industries, including competitive landscapes and customer needs.
- Knowledge of CRM systems (e.g., Salesforce, HubSpot) and marketing automation tools to manage sales pipelines and campaigns.
- Familiarity with market research methods, data analysis, and reporting tools to inform strategic decisions.
- Knowledge of budgeting, resource allocations, and marketing ROI assessment.
- Strong leadership, coaching, and mentoring skills to develop junior team members and foster a high-performing sales and marketing team.
- Excellent written and verbal communication skills for creating reports, presentations, proposals, and marketing materials.
- Analytical skills to interpret market data, campaign performance, and sales metrics for strategic planning.
- Strategic planning and project management skills to oversee multiple initiatives and ensure timely, high-quality execution.
- Relationship-building skills to engage customers, partners, and internal team effectively.
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook) and familiarity with design/presentation tools (e.g., Canva, Adobe).

Committed to deploying Innovative Broadband Technologies in our local Communities.



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- Problem-solving and creative thinking skills to develop innovative marketing approaches and overcome sales challenges.
- Ability to lead, motivate, and develop a team, creating a collaborative, goal-oriented environment.
- Ability to train employees on advanced sales techniques, customer engagement strategies, and product knowledge.
- Ability to analyze business, market, and customer data to guide decisions and identify growth opportunities.
- Ability to manage multiple priorities and projects while maintaining a high level of attention to detail and operational accuracy.
- Ability to communicate strategically with leadership, stakeholders, and clients.
- Ability to represent the company professionally at community events, trade shows, and business meetings.
- Ability to adapt to changing technologies, tools, and market conditions.
- Ability to maintain confidentiality, integrity, and professionalism in all communications and business dealings.

Education and Experience:

- Bachelor's degree in Marketing, Business Administration, Communications, or a related field is preferred.
- A combination of relevant work experience and professional development in lieu of a degree may be considered.
- Advanced or specialized certifications in sales, marketing, digital marketing, or management are a plus but not required.
- 4-7 years of professional experience in sales, marketing, or related field, with a demonstrated track record of achieving measurable results.
- Experience developing and executing marketing campaigns, digital initiatives, and sales strategies.

Work Location: In person

Compensation: Based on experience