



Senior Digital Marketing Manager

At Archtop Fiber, our mission is to be the true fiber of your community.

We believe in the power of local connectivity and dedication to bridging the digital divide in rural and suburban cities across the Hudson Valley and beyond. We have seen how larger cities often receive priority for broadband infrastructure upgrades, leaving smaller communities underserved. That's why we prioritize serving "Main Street" communities by investing up to \$350 million in private funding to build over 2,500 miles of fiber-optic infrastructure.

Our commitment extends beyond providing reliable Internet and Phone services – We're not just living and working in Kingston, NY we are fully committed to our awesome community. From our fantastic [community programs](#) to fueling economic growth with improved connectivity and an abundance of tech-driven jobs, we're all about bringing fun and excitement to our neck of the woods!

We are seeking a highly skilled and experienced digital marketing guru to join our #FastAF team. This role requires a strategic thinker with a deep understanding of digital marketing channels with proficiency in Google ads, SEM, paid and organic social, HubSpot, SEO and more. This role will be responsible for developing and executing digital marketing campaigns to drive brand awareness, engagement, and conversion. The Senior Digital Marketing Manager will collaborate closely with cross-functional teams to ensure alignment with overall marketing objectives and business goals. The ideal candidate will be a positive, proactive, highly motivated self-starter with an innate ability to prioritize and multitask.

What you'll do:

- Lead development, implementation, and analysis of comprehensive digital marketing campaigns that exceed aggressive subscriber acquisition targets.
- Optimize campaign performance through continuous analysis, A/B testing, and adjustments based on key metrics.
- Create HubSpot landing pages and email communications and workflows that bring leads to conversion, increase customer loyalty, and decrease attrition.
- Own social media presence including development of content calendar, copy and graphics.
- Manage process of capturing customer reviews, testimonials, and drive participation in our referral program
- Become an expert in our markets, target audiences, competitors, fiber industry trends, and the latest and greatest technologies to inform digital marketing strategies.



What you'll bring:

Tangibles:

- Minimum of 7 years of hands-on experience in developing and executing digital marketing campaigns
- Bachelor's degree in Marketing, Business, or a related field
- Digital certifications: Google (including GA4) and HubSpot
- Strong proficiency in social media (Facebook, Instagram, TikTok, X, LinkedIn)
- Strong communication skills (written and verbal)
- Design experience, like Canva, preferred
- Subscription-based marketing experience, preferred

Intangibles:

- Proactivity and the ability to work autonomously – you're a motivated self-starter
- A hunger for results – you have experience testing, optimizing, and strategizing your way to exceed sales goals
- An innate ability to prioritize and multitask with strong attention to detail – you're adaptable if priorities shift, a juggler by trade and never lose sight of delivering a high-quality work product
- Strong analytical skills and a comfort operating in a start-up environment – you see developing processes from scratch as an opportunity, not an obstacle
- A positive attitude and collaborative approach

What we offer:

- Competitive salary 120-140K
- Heavily subsidized medical, dental, and vision
- Holidays, PTO, and Flexible work schedules
- 401(k)
- Employee Assistance Program (EAP)
- Life insurance, short & long term disability insurance
- Employee Referral Program
- Employee discount programs

Archtop Fiber is proud to be an Equal Opportunity Employer. We celebrate diversity and are committed to creating a welcoming and inclusive environment for all.

Send resumes to Careers@archtopfiber.com, or Cfraiman@archtopfiber.com