

Account Manager - Dryden Fiber Tompkins County

Department: Town of Dryden

Classification: Competitive

Labor Grade: Confidential 63

Approved: 12/2025

By: HB, Deputy Commissioner of Human Resources

MINIMUM QUALIFICATION:

1. Graduation from a regionally accredited or New York State registered college with a Bachelor's degree in business, marketing, communications, or related field AND three years of account management, customer success, or sales. Telecommunications, utility or other community services experience preferred
2. Graduation from a regionally accredited or New York State registered college with an Associate's degree in business, marketing, communications, or related field AND six years of account management, customer success, or sales. Telecommunications, utility or other community services experience preferred

DISTINGUISHING FEATURES OF THE CLASS:

The Account Manager will be the primary relationship builder between Dryden Fiber and our residential, business, and institutional customers. This role combines customer engagement, sales, and community outreach to drive adoption of our services, strengthen customer satisfaction, and ensure Dryden Fiber continues to deliver measurable value to the Town of Dryden and surrounding communities.

TYPICAL WORK ACTIVITIES:

Customer Acquisition & Retention

- Develop and execute outreach strategies to increase subscriptions across residential and commercial markets.
- Guide potential customers through the sign-up process and installation journey, ensuring clarity and transparency.
- Promote programs such as yard sign campaigns, referral incentives, and autopay enrollment.

Account Management

- Serve as the primary point of contact for a portfolio of residential and business accounts.
- Proactively engage with customers to address service needs, ensure satisfaction, and resolve escalations.
- Identify upsell or expansion opportunities (e.g., Wi-Fi services, small business packages, multi-unit buildings).

Community & Institutional Engagement

- Build partnerships with local businesses, nonprofits, and public agencies to expand Dryden Fiber's reach.
- Represent Dryden Fiber at community meetings, local events, and public forums.
- Support Dryden Fiber's role in New York State's ConnectAll initiative and efforts to close the digital divide.

Marketing & Outreach Support

- Collaborate with the Executive Director on targeted campaigns and messaging.
- Track and report on marketing effectiveness, customer trends, and subscription growth.
- Provide customer insights to guide service improvements and future product offerings.

KNOWLEDGE, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS:

- The ideal candidate will bring both sales and service skills: able to communicate the benefits of municipal broadband, manage customer accounts with professionalism, and grow Dryden Fiber's presence among homeowners, small businesses, nonprofits, and anchor institutions.
- Strong communication and interpersonal skills; comfortable speaking with both residents and organizational leaders.
- Demonstrated ability to build long-term relationships and drive customer adoption.
- Passion for community-based initiatives and bridging the digital divide.

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