**JOB TITLE:**
Executive Director of Competitive Operations

**FUNCTION:**
Responsible for the development, implementation, and analysis of competitive strategies. Responsible for promoting company image, products and services. Assists the CEO in developing proactive forward-looking strategies and visions for company growth.

**TYPICAL DUTIES**

A. Provides supervision to the Business Sales, Marketing, Public Relations, Security Services, Deregulated Services, and Wireless Sales departments. Ensures that each department operates efficiently and professionally.

B. Remains current on all existing and new technologies and makes recommendations to the Chief Executive Officer involving the products and services offered by the Company.

C. Evaluates new product and service offerings and prepares business case analyses to prove financial viability.

D. Provides ideas and recommendations for new and/or improved products and services, up to and including completely new lines of business.

E. Acquires knowledge from competitive and industry research in order to develop analytical, creative, and innovative strategies for products and services.

F. Performs demographic and market analyses of consumer behavior and purchasing trends in our service area.

G. Continually evaluates pricing models and makes recommendations accordingly.

**JOB KNOWLEDGE, TRAINING, EXPERIENCE**

A four-year degree in a business related or technical discipline program is required. Five years of professional communications experience is required, preferably with an established record of management experience.

Employee must demonstrate the potential for training and developing subordinates.

Employee must have the ability to react quickly in resolving problems, issuing instructions and opinions fairly and decisively.

Employee must have the ability to think logically and aggressively, and to generate innovative and creative ideas. Employee must be analytically sound.

Employee must be grammatically sound, must be organized and have the ability to plan ahead.
Knowledge of landline telecommunications and a basic understanding of wireless technologies are desired.

**OTHER FEATURES**

This position requires both analytical and creative skills in order to provide the necessary foresight for success in a rapidly evolving industry.

Employee must have a thorough understanding of telecommunications, be well versed in business practices, and have a good understanding of the financial statements.

It is imperative that the employee remain totally objective in evaluating services and technologies sold by the various vendors.

The Chief Executive Officer relies heavily on input from this employee and it is imperative that employee be open, direct, and honest in all discussions. Employee needs to express his thoughts directly even if they disagree with the Chief Executive Officer.

Employee must work in accordance with safe work practices at all times.

Employee should be a positive representative of SkyLine at all times.

SkyLine is headquartered in Ashe County, and has a five-county service area that lies in the heart of the Blue Ridge Mountains of northwest North Carolina and east Tennessee. Featuring four distinct and beautiful seasons, this area is a popular tourism and recreation destination because of its natural beauty and easy access to North America’s oldest river, The New River, state parks, hiking trails, Grandfather Mountain and the scenic and historic Blue Ridge Parkway. From spring through fall, the region also hosts numerous festivals including arts and crafts, theatre, literary, traditional mountain music and other themed events such as Christmas in July. Outdoor events range from multiple 5K and 10K runs to regional and national bicycling competitions. Winter activities are highlighted by the presence of three popular ski resorts: Appalachian Ski Mountain, Sugar Mountain and Beech Mountain. With elevations ranging to more than 6,000 feet, the region is known for its moderate summers and generally mild winters with snowfalls ranging from 28 to 50 inches, depending on elevation. Home to a thriving Christmas tree industry, the area has many other quality of life amenities including numerous golf courses, vacation/retirement communities, art and historic museums, active community libraries, farmers’ markets, quality health care facilities and progressive public school systems. Area higher education institutions include Appalachian State University, Lees-McRae College and three community college satellite campuses.

Benefits include competitive salary, medical, dental, vision, Life, LTD, LTC, 401K, R&S, paid Holidays, Sick Leave, Vacation Leave.

To apply for this job, visit [http://skyline.org/jobs](http://skyline.org/jobs). Submissions must be received no later than June 30, 2011.