

Director Marketing, Multicultural and Subprime

T-Mobile USA is a leading national provider of wireless voice, messaging, and data services.

The Director Marketing, Multicultural and Subprime will be responsible for developing the strategy and creating programs / initiatives for the business. The Product allows consumers with less than perfect credit to access the Postpaid Wireless experience including subsidized / financed phones, family plans and value added services that are billed in arrears.

Additionally, this role will develop value propositions and product enhancements against the Subprime consumer segment to maximize conversion rates by leveraging Postpaid messaging in the marketplace while meeting Return on Investment targets.

- Location & Team Size: Bellevue, WA; Manage team of 4-5.
- Background: Proven New Customer Acquisition and Retention Expertise: Proven ability to market to and attract new customers, as well as retain existing customers while obtaining high customer satisfaction ratings. Need in-depth knowledge and experience in strategic pricing.

Please send resume or bio to: Stephanie.coleman23@t-mobile.com