

**Summary:**

The Business-to-Consumer (B2C) Marketing Manager manages, plans, implements and monitors marketing communication goals, strategies and programs that support Phantom's aggressive marketing goals and corporate objectives for targeted consumer audiences. Utilizing superior organizational and communication skills, the B2C Marketing Manager ensures alignment between Phantom's vision and marketing programs, and develops the critical value propositions, key messages, sales tools and marketing programs that resonate with targeted audiences in the B2C channel; including Phantom's core customer households, end- users, and Phantom's authorized distributor and dealer networks. As a key member of the Phantom team, the B2C Marketing Manager will consistently demonstrate and encourage in others the organization's overall vision, mission statement, and corporate values.

**Position Responsibilities:**

(include but are not limited to, the following)

- Responsible for the implementation of Phantom's B2C marketing strategy, including the delivery of Phantom's brand story and value proposition across all marketing channels targeting B2B touchpoints.
- Develop an effective B2C marketing strategy, project roadmap and results-oriented marketing and communications plans targeting B2C and end-user audiences.
- Work closely with external agencies to develop proactive research programs, gather relevant information regarding existing trends, markets and industry sectors, evaluate the findings, and make recommendations for corporate direction.
- Direct members of the B2C marketing team in the planning, development, and execution of initiatives, collateral, and tools to support demand creation and revenue-focused strategies for B2C channels.
- Liaise with the Sales and Customer Experience teams to ensure clarity on Phantom's B2C marketing strategy and communicate objectives; deliver training for internal and external teams as required, including but not limited to New Account Training.
- Manage the B2C lead database, leveraging the execution of CRM strategies to create demand through target channels and within target markets.
- Contribute to the development of the annual marketing budget, monitoring expenses and project progress, and report deliverables to the Vice President, Marketing.
- Work closely with the Product team to deliver effective marketing solutions and communicate technical information to B2B customers, including influencers and commercial customers, in accordance with brand standards and channel requirements.
- Work closely with the Customer Experience Manager in the development and implementation of collateral and other selling tools to support demand creation and revenue strategies for the distributor network in B2C channels.
- Work closely with the Management Team to develop and implement comprehensive product launch plans, including brand positioning, creative execution, internal communications, training and presentation materials, sales and marketing tools and, and logistical details related to B2C audiences and touchpoints.
- Work closely with the Technology Solutions team to plan and leverage appropriate technologies to deliver results and marketing solutions for Phantom's B2C marketing strategy, in accordance with standards and channel requirements.
- Work closely with the Sales teams to develop and implement marketing collateral and other sales tools to create demand and sales opportunities for Phantom's distributor network in B2C channels
- Provide leadership, direction, coaching and management to B2B marketing team, including oversight of the daily functioning and operations of team members.

**Corporate Values:**

At Phantom Screens we value all of our employees. We are committed to providing a safe, harmonious, and respectful work environment and all employees are expected to help us achieve this by practicing our core principles

**Position Requirements:**

- Recommended ten years' marketing experience.
- Experience in leadership and management of a team of communications professionals.
- Superior interpersonal skills and the ability to interact professionally with all contacts at all levels.
- Ability to sell conceptually.
- Excellent communication and grammatical skills using a variety of communication vehicles.
- Strong organizational skills, flexibility, and the ability to manage tight schedules.
- Previous experience in budget management an advantage.
- Ability to balance strategic business thinking with tactical application.
- Strong interpersonal and communication skills, and the ability to develop and maintain strong internal and external relationships.
- Demonstrated strategic planning experience; ability to build a roadmap for the marketing function including marketing plans, calendar and budget
- Proven understanding and working knowledge of brand strategy, brand building, and brand management
- Keep current with industry trends and developments with an eye to best practices that can be applied to corporate marketing initiatives
- A keen understanding of team dynamics and collaboration with the ability to work independently as needed.
- A self-starter, able to work unsupervised and apply sound judgement in line with corporate objectives.
- Sees opportunities and anticipates challenges, stimulates critical thinking and challenges rationale.
- Able to accomplish multiple and changing priorities by appropriately structuring workflow.
- Ability to travel throughout the USA and Canada.

**Academic Qualifications and Work Experience:**

- 2 to 4 years post-secondary education in a Marketing discipline, plus a minimum of 10 years' experience in communications, brand and product marketing, or the role of in-house marketing management.
- Proven understanding and working knowledge of brand strategy, brand building, and brand management.
- Effectively uses market research, design trends, and customer and historical data to support development of effective marketing programs.
- An equivalent combination of education and experience may be considered.