

**Summary:**

The Marketing Specialist contributes to the development and execution of initiatives under Phantom's aggressive marketing strategy and coordinates a number of projects using a variety of communication channels. Utilizing superior organizational and communication skills, the Marketing Specialist develops and implements effective marketing and selling tools for internal and target external customer audiences, assists in creating and executing compelling marketing communications campaigns, create compelling marketing announcements and messages for professional audiences, and performs several tasks simultaneously in a fast paced and rapidly changing environment. As a key member of the Phantom team, the Marketing Specialist 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)

**General Functions:**

- Create and deliver a broad range of communications pieces to promote Phantom Screens across internal and external audiences.
- Research, write, and design content for assigned marketing projects.
- Assist in the creative process and brainstorming for marketing campaigns.
- Provide day-to-day marketing support to internal teams and projects as assigned.
- Assist in the development of the annual Marketing Strategic Plan by contributing ideas and recommending initiatives to meet Phantom's marketing goals.
- Contribute to the creation of the annual marketing budget.

**Specialized Functions:**

- Contribute to the execution of Phantom's B2C marketing strategy; create, develop and deliver content for various marketing initiatives and program materials, including brochures, social media content, case studies, and promotional campaigns.
- Work closely with the B2C Marketing Manager to plan, develop and execute regional and national media marketing campaigns to deliver Phantom brand messaging and content to target consumer (end-user) audiences.
- Work closely with external agencies and the B2C Marketing Manager to conduct market research, interpret data, identify trends, and make recommendations for corporate marketing strategies to Phantom's core customer households and end-users (PRIZM).
- Contribute to Phantom's PR strategy by identifying opportunities, building relationships and networks with media, recommending and implementing initiatives including sending out press releases and following up on B2C media opportunities; reporting on pick-ups and traffic results.
- Coordinate Phantom's blogger ambassador program by identifying partners, reviewing opportunities, and coordinating the delivery of content through related online channels to achieve corporate brand awareness and engagement goals.
- Support Phantom's NRS channel programs with appropriate marketing campaigns, initiatives, collateral materials, presentations and communications as needed and required.
- Work with the office of the CEO to deliver the corporate communications plan and messages to internal and external audiences through meetings, presentations, announcements and events.
- Support Phantom's corporate communications with consumers (end-users) by contributing to the delivery and execution of our LiveChat system in collaboration with our Customer Experience team.
- Develop information and training resources to inform and educate a basic understanding of B2C and end-consumer marketing programs, including best practices for Phantom Screens Distributors.

**Corporate Values:**

At Phantom Screens we value all of our employees. We are committed to providing a safe and harmonious work environment, and all employees are required to help us achieve this by observing the following basic core principles of the organization:

**To speak the truth:** Conduct oneself with honesty, integrity, and morality

**To serve each other:** Treat co-workers with respect, dignity and fairness at all times

**To pursue excellence:** Encourage by example by demonstrating commitment and dedication in all that you do

**To practice stewardship:** Respect our working environment and the tools we are provided to do our job

**Position Requirements:**

- Superior writing skills and experience in creating a variety of correspondence, including business proposals, memos and letters, press articles, and advertising/brochure copy.
- Proficient in the use of the Microsoft Office Suite of programs and demonstrated accurate keyboarding skills.
- Ability to write for multiple audiences, including employees and stakeholders, consumers, business-to-business clientele, and alliance partners.
- A genuine desire to provide superior customer service and the ability to diffuse customer conflict; use sound judgment to evaluate and analyze information, and effectively resolve customer issues with a minimum of supervision.
- Organized, methodical and able to remain calm and focused; able to accomplish multiple and changing priorities by appropriately structuring workflow.
- A keen understanding of the need to maintain confidentiality when coming into contact with sensitive information.
- Ability to balance strategic business thinking with tactical application.
- Broad experience and understanding of working in cooperation with media consultants on strategies and execution.
- A self-starter, able to work unsupervised and apply sound judgment in line with corporate objectives.
- Strong interpersonal and communication skills, and the ability to develop and maintain strong internal and external relationships.
- A keen understanding of team dynamics and collaboration yet works independently if necessary.
- Demonstrated superior organization and project coordination skills.
- Proficiency in graphic design software, including using Adobe Photoshop, InDesign and Illustrator is an asset.
- Occasional travel throughout the USA and Canada may be required.

**Academic Qualifications and Work Experience:**

2 to 4 years post-secondary education in a Marketing discipline, plus a minimum of 5 years experience in the role of in-house marketing coordinator or in-agency account. An equivalent combination of education and experience may be considered.