

POSITION PROFILE: Trade Marketing Representative

Department Structure:

Reporting to the Customer Experience Manager are External Sales Consultants, Customer Experience Supervisor, Trade Marketing Representative, Business Operations Specialist – Phantom Focus and Business Operations Specialist – Distributor Business.

There are no positions reporting to the Trade Marketing Representative

Position Responsibilities:

(include but are not limited to, the following)

Provide timely, consistent and great customer service by doing the following:

- Answering Distributor marketing support requests, minimizing wait time and ensuring we understand their needs
- Proactively reaching out to accounts to train distributors regarding: marketing tools (dportal, google adwords, signage & print available)
- Ensuring comprehensive marketing and selling of Phantom products, using merchandising, sales tools, and promotional programs (e.g. marketing coop) to ensure maximum market impact of both local and national initiatives
- Mapping best practices and sharing with others, while also providing feedback to Marketing team re: needed resources
- Creating best practice checklist and auditing network accordingly
- Assessing and challenging what distributors are doing in their markets helping increase their audit score
- Managing the Leads system, following up with partners on all leads over 2 business days old
- Submitting AIA registrations, sending out completed certificates and feeding leads back into A.M.S. system
- Increasing distributors engagement with local architects & builders in their markets
- Increasing number of certified AIA course providers
- Requesting corporate AIA presentation from Sales Consultants and B2B Marketing staff as required
- Coordinating corporate website Live Chat, ensuring proper coverage, great service and efficient processes in place
- Ensuring all emails are replied to or followed up by end of the working day
- Assisting customers with Phantom's marketing resources to help them grow (e.g. marketing items, sales tools, etc.)
- Handling all end-user complaints (e.g. homeowners, NRS stores, dealers, etc.) by end of the working day
- Acting as first point of contact for distributor and other partner emails and telephone calls relating to marketing
- Providing support to Sales Consultants in handling accounts externally
- Providing administrative support to the Customer Experience Manager as needed

Improve our service by:

- Helping to improve processes and procedures to provide better and more reliable service
- Proactively calling customers to share best practices, exploring ways Phantom Screens can help grow their business and generate profitable sales
- Solving root causes of problems while fixing them to create long-term solutions

Be an active member of the Customer Experience and Phantom Screens team by:

- Having a great attitude, looking for ways to help and jumping in to help when needed
- Providing over-ring support for corporate and NRS phone calls
- Backing up the other Specialists as requested
- Providing administrative support as required, particularly in the areas of initiating, investigating and/or

processing Sales and Warranty Claims

- Looking for ways to help other departments serve each other and customers better
- Participating actively in trainings and meetings and continually striving to learn and grow
- Assisting in resolving customer issues (e.g. shipping issues, product questions / quotes, etc.), working with other departments to find the best solution as requested

Key performance indicators:

- 100% of phone calls answered within three rings
- 100% of emails and phone calls responded to / communicated with before end of day
- Year on year improvement in Customer Experience Score
- High rating re: friendliness, accuracy & problem resolution timeliness from distributors (need to define quantitatively once we've finalized method for communication)
- Marketing audit of entire network performed with improvement year over year (2019 to be base level)
- Year on year improvement in # certified AIA presenters

Our 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 the core principles set out in Section 1(d) of the Employee Policies Manual, which can be accessed from the HR Start Page of e-Synergy or by contacting Human Resources.

Position Requirements:

- Strong problem solving skills
- Patient, calm and professional telephone manner with the ability to diffuse customer conflict
- Ability to work efficiently and maintain composure in an environment that is subject to constant interruption
- Superior communication and interpersonal skills (listening, writing and verbal)
- Ability to build/maintain positive relationships with a variety of internal and external contacts at all levels
- Demonstrate ability to be tenacious (willing to work at something until it's completely done)
- Positive attitude and an ability to handle stressful situations
- Knowledge and proven abilities with Google products, particularly Google Analytics and Adwords.
- Working knowledge of HTML standards and of browser and email environments.
- Knowledge of SEO best practices, including the evolution of SEO algorithms and trends and transformations.
- Strong hands-on experience coordinating, deploying and measuring email marketing communications.
- Broad experience and understanding of working in cooperation with marketing agencies and vendors for execution of marketing projects and delivery of marketing materials.
- Self-starter with proven time management skills

Academic Qualifications and Work Experience:

A minimum 2 years post-secondary education in a Marketing discipline, plus 2-3 years' experience in internet marketing with a background in SEO, SEM, conversion rate optimization, and web-related projects preferred. Inside Sales experience would be an advantage.