

POSITION PROFILE

Summary:

The primary role of the Network Marketing Specialist is to drive the success of effective field marketing programs for Phantom Screens within our distributor network. Using superior interpersonal skills, you will create close relationships with our network to develop marketing strategies which meet their business objectives. You will effectively act as a business consultant on traditional marketing; online marketing; and marketing & selling to builders, architects & designers.

Corporate Values:

At Phantom Screens we:

- Speak the truth
- Serve each other
- Pursue excellence
- Practice Stewardship

Department Structure:

Reporting to the Network Resources Manager are Business Development Consultants, the Support Services Supervisor, the Network Marketing Specialist, the Phantom Programs Specialist and the Business Development Specialist.

There are no positions reporting to the Network Marketing Specialist.

Position Responsibilities:

(include but are not limited to, the following)

Responsible for driving the success of effective field marketing programs for Phantom Screens within our distributor network:

- Train distributors on how to use Phantom's marketing tools
- Ensure distributors are using the marketing tools, escalating to the Network Resources Manager or Network Development Manager as required
- Gather distributor's best practices for marketing and share with other distributors
- Create Distributor mandatory marketing best practices checklist
- Audit Network accordingly, while assessing and challenging what distributors are doing in their markets helping increase their audit score
- Recommend tools and resources to the Marketing team based on distributor feedback

Act as first point of contact to our sales channels regarding traditional marketing; online marketing; and marketing & selling to builders, architects & designers:

- Responsible for qualifying Distributor marketing support requests, minimizing wait time and ensuring we understand their needs
- Responsible for managing the Leads system, ensure proper processes and timelines are being upheld
- Responsible for coordination of our Architect continuing education program
 - a. Submitting course registrations, applying credits, sending out completed certificates and feeding leads back into A.M.S. system
 - b. Requesting corporate architect presentation from Sales Consultants and B2B Marketing staff as required

Be an active member of the Network Resources and Phantom Screens team by:

- Responsible for coordinating corporate website Live Chat, ensuring proper coverage, great service and efficient processes in place
- Having a great attitude, looking for ways to help and jumping in to help other members when needed or requested
- 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

- Providing over-ring support for corporate and NRS phone calls, as well as Live Chat
- Assist with providing administrative support as required, particularly in the areas of initiating, investigating and/or processing Sales and Warranty Claims
- Providing administrative support to the Network Resources Manager as needed

Key performance indicators:

- Marketing audit of entire network performed with improvement year over year (2019 to be base level)
- Year on year improvement in # certified AIA presenters
- Year on year improvement in distributor's engagement with local architects & builders in their markets
- Year on year improvement of Coop utilization

Position Requirements:

- Proven ability to train successfully
- 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
- Understanding of general marketing processes and best practices including marketing trends, online marketing, adwords, SEO, social media, etc.
- Self-starter with proven time management skills
- Strong problem-solving skills

Academic Qualifications and Work Experience:

A minimum 2 years post-secondary education in a Marketing discipline, plus 2-3 years' experience in marketing preferred. Inside Sales experience would be an advantage.