

The Channel Marketing Manager manages, plans, implements and monitors communication goals, strategies and programs that support Phantom's aggressive objectives for consumer target audiences in which Phantom's products are marketed, displayed, integrated and sold to homeowners. Utilizing superior leadership, organizational and communication skills, the Channel Marketing Manager serves as an internal strategist and consultant on the product, promotion, people and place aspects of marketing to homeowner channel. This role 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 internal stakeholders and target customers. As a key member of the Phantom team, the Channel Marketing Manager will consistently demonstrate and encourage in others the organization's overall vision, mission statement, and corporate values.

Reporting Structure:

This is one of three positions reporting to the VP Marketing, the others being the Channel Marketing Manager (Professionals), and the Marketing Supervisor.

There are no subordinates currently reporting to this position.

Position Responsibilities:

(include but are not limited to, the following)

- Champion the implementation of Phantom's marketing strategy for the homeowner channel in relation to planning, development, and execution of initiatives
- Develop effective, results-oriented marketing and communications plans for all relevant channels and target audiences
- Collaborate with the Sales Channel Managers in the development and implementation of collateral and other selling tools to support demand creation and revenue strategies
- Provide consultation to Revenue Group department heads on customer paths and recommend the resources and procedures to properly support the product categories relative to this channel
- Plan and lead the execution of channel specific campaigns to drive awareness of the Phantom brand and promote our products and service to homeowners through multi-media platforms, including e-commerce
- Recommend and lead research projects for the homeowner channel, using findings to make recommendations to Revenue Group management team for corporate direction and to support product development, messaging, service and platform development
- Work with sales teams and key retail partners to create joint initiatives and marketing programs to promote sales growth through all relevant retail channels: brick and mortar, e-tailer and e-commerce
- Develop and recommend effective marketing, communications and promotional materials for retail channel programs & initiatives
- Set direction on the execution of yearly channel strategies and projects within the approved annual budget parameters
- Work closely with the marketing and product teams to develop and implement comprehensive product launch plans, including training materials, tools and presentations, brand positioning, creative execution, and sales and marketing materials to engage and convert homeowners
- Contribute to the development of the annual Marketing Strategic Plan and contribute to the creation of the annual marketing budget
- Set, monitor and report on monthly KPIs outlined in the annual strategies.

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.
- Demonstrable experience in leading and managing marketing campaigns through multiple retail channels including e-commerce platforms.
- Excellent communication and grammatical skills using a variety of communication vehicles.
- Strong organizational skills, flexibility, and the ability to manage tight schedules.
- 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
- A keen understanding of team dynamics and a driver for collaboration.
- 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 consumer 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
- Experience in marketing retail or home services and products via online platforms and e-commerce an asset
- An equivalent combination of education and experience may be considered