

POSITION PROFILE

Summary:

The Marketing Specialist contributes to the development and execution of initiatives under Phantom's aggressive marketing strategy and coordinates the delivery of highly effective marketing projects using a variety of communication skills and channels. Utilizing superior organizational and communication skills, the Marketing Communications Specialist develops and implements effective marketing and selling tools for internal and target external customer audiences, assists in executing compelling marketing communications campaigns, creating compelling marketing announcements and messages for all audiences. As an integral member of the Phantom team, the incumbent will champion the organization's overall vision, mission statement, and corporate values.

Department Structure:

This is one of two positions reporting to the Marketing Supervisor, the other being the Marketing Specialist (Programs).

There are no subordinates reporting to this position.

General Position Responsibilities:

(include but are not limited to, the following)

- 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
- Collaborate with marketing team members to identify appropriate marketing solutions for internal and external stakeholders using existing templates and marketing portfolio items
- Provide day-to-day marketing support to internal teams and projects as assigned
- Assist in the creative process and brainstorming for upcoming marketing campaigns
- Assist in the development of the annual Marketing Strategic Plan by contributing ideas and recommending initiatives to meet Phantom's marketing goals.

Special Responsibilities:

(include but are not limited to, the following)

- Support Phantom's PR strategy by working closely with external agency to identify opportunities in building relationships with media and influencer groups; following up, and reporting on pick-ups and results
- Contribute to Phantom's brand protection process by monitoring brand usage on all online assets, recommend and implement correction and improvements
- Work closely with marketing team and external agencies to execute corporate communications plan and messages through website, social media channels and corporate messaging platforms
- Plan and execute Phantom's blog strategy, including defining content calendar, identifying themes and messaging, and providing copy and design content
- Contribute to Phantom's influencer ambassador program by researching opportunities, identifying and recommending prospective partners, and coordinating the implementation of deliverables
- Create, develop and deliver content for various marketing and program materials, including case studies, white papers, and presentations
- Monitor key marketing metrics to track success and gather data to report on performance

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.
- Proficiency in graphic design software, including using Adobe Photoshop, InDesign and Illustrator is an asset.
- Broad experience and understanding of marketing and communications practices
- Able to accomplish multiple and changing priorities by appropriately structuring workflow.
- A keen understanding of the need to maintain confidentiality when encountering sensitive information.
- 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.
- Occasional travel throughout the USA and Canada may be required.

Academic Qualifications and Work Experience:

1-2 years post-secondary education in a Marketing discipline, plus a minimum of 3 years experience in the role of in-house marketing coordinator or in-agency account. An equivalent combination of education and experience may be considered.