

Summary:

The Marketing Manager manages, plans, implements, and monitors communication goals, strategies and programs that support Phantom's aggressive objectives for B2B/ Professional (influencers such as architects, developers, builders, and designers) and consumer (homeowners) target audiences. Utilizing superior leadership, organizational and communication skills, the Marketing Manager serves as an internal strategist and consultant on the product, promotion, people, and place aspects of marketing to the professional and homeowner channels. 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 Marketing Leadership team (MLT), the Marketing Manager will consistently demonstrate and encourage in others the organization's overall vision, mission statement, and corporate values.

Department Structure:

The Marketing manager is part of the Marketing leadership team (MLT), reporting to the Vice President, Marketing. The MLT consists of another Marketing manager, Marketing supervisor and the VP, Marketing. The position will aim to have at least one Marketing Specialist reporting to the Marketing Manager. (The final Marketing structure is currently under review for change to meet future company goals)

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 required to help us achieve this by practicing our core values.

- To Speak the Truth
- To Pursue Excellence
- To Serve Each Other
- To Practice Stewardship

Position Responsibilities:

(include but are not limited to, the following)

STRATEGY DEVELOPMENT & EXECUTION:

- Responsible for the implementation of Phantom's marketing strategy, including the delivery of Phantom's brand story and value proposition across all marketing channels targeting B2B/ Professional and consumer/ homeowner touchpoints.
- Develop effective, results-oriented marketing and communications plans for all relevant channels and target audiences.
- Develop an effective marketing strategy for Professionals, project roadmap and results-oriented marketing and communications plans targeting the B2B/ Professional audience.
- Plan and lead the execution of channel specific campaigns to drive awareness of the Phantom brand and promote our products and service to homeowners and professionals through multi-media platforms

MARKET INSIGHTS DEVELOPMENT:

- Work closely with external agencies to develop proactive research programs, gather relevant information regarding existing trends, markets, and industry sectors, evaluate the findings, and make recommendations to the Vice President, Marketing for corporate direction.

- Recommend and lead research projects for different channels, using findings to make recommendations to Revenue Group management team for corporate direction and to support product development, messaging, service and platform development.
- Set, monitor, and report on monthly KPIs outlined in the annual strategies.

COLLABORATION:

- Liaise with the Sales and Customer Experience teams to ensure clarity on Phantom's marketing strategy and communicate objectives; deliver training sessions for internal and external teams as required.
- Work closely with the Product team to deliver effective marketing solutions for new product launches and communicate technical information to B2B customers, including influencers and commercial customers, in accordance with brand standards and channel requirements.
- Work closely with the Vice President, Marketing to develop and implement comprehensive product launch plans, including brand positioning, creative execution, internal communications, training and presentation materials, sales and marketing tools related to B2B and B2C audiences.
- Work closely with the Sales teams to develop and implement marketing collateral and other sales tools to create demand and sales opportunities for Phantom's distributor network.
- Liaise closely with external agencies to plan, develop, and activate Phantom's Do-It-For-Me brand and products via e-commerce channels to reach target consumer audiences

LEADERSHIP:

- Provide leadership, direction, coaching and management to your direct report(s), including oversight of the daily functioning and operations of the team.
- Direct members of the marketing team in the planning, development, and execution of initiatives, collateral, and tools to support demand creation and revenue-focused strategies.

PLANNING:

- Contribute to the development of the annual marketing budget, monitoring expenses and project progress, and report deliverables to the Vice President, Marketing.
- Set direction on the execution of yearly channel strategies and projects within the approved annual budget parameters.
- Contribute to the development of the annual Marketing Strategic Plan and contribute to the creation of the annual marketing budget

Position Requirements:

- Ten years marketing experience.
- Experience in leadership and management of a team of communications professionals.
- Ability to understand different target audiences from B2B/ Professional to B2C/ homeowner audiences
- The ability to interact professionally with all contacts at all levels.
- Ability to think conceptually.
- Excellent communication and grammatical skills using a variety of communication vehicles.
- Strong organizational skills, flexibility, and the ability to manage tight schedules.
- Previous experience in budget management an advantage.
- Ability to balance strategic business thinking with tactical application.
- Strong interpersonal and communication skills, and the ability to develop and maintain strong internal and external relationships.

- Demonstrated strategic planning experience; ability to build Marketing strategies and 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
- Keep current with industry trends and developments with an eye to best practices that can be applied to corporate marketing initiatives
- A keen understanding of team dynamics and collaboration with the ability to work independently as needed.
- A self-starter, able to work unsupervised and apply sound judgement in line with corporate objectives.
- 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 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. An equivalent combination of education and experience may be considered.