

Summary:

The Marketing Coordinator B2B supports the Marketing Manager and Marketing Specialist B2B in defining, planning, managing, and executing Marketing strategies aimed at supporting our Network Partners and Business Development teams. Furthermore, the role supports engagement with professional audiences such as architects, developers, and designers. Utilizing strong organizational and communication skills, the Marketing Coordinator B2B ensures alignment between Phantom's vision and marketing programs. The role supports in the development of critical value propositions, key messages, sales tools, eCommerce and marketing programs that resonate with targeted customers in the B2B channels, including influencers (developers, builders, architects, designers, etc.) and our Network Partners under the direction of the Marketing Manager B2B. As an integral member of the Phantom team, the incumbent will champion the organization's overall vision, mission statement, and corporate values and serves as the voice of the Network Partners.

Department Structure:

This position is reporting to the Marketing Manager B2B. In this capacity the role is working closely with Marketing Specialists and Marketing Managers as well as other internal and external stakeholders.

There are no subordinates reporting to this position.

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)

- 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 online and offline marketing support to internal teams, projects and Network Partners as assigned
- Assist in the creative process and brainstorming for upcoming marketing campaigns
- Assist in the development of the annual Strategic Marketing Plan for Professionals and Network Partners by contributing ideas and recommending initiatives to meet Phantom's marketing goals.
- Support Phantom's online marketing strategy by working closely with the Marketing Managers B2B and B2C and external agencies in the execution of regional or North American communications plans and online campaigns through website, social media channels, email, and corporate messaging platforms.

- Coordinate COOP-Marketing initiatives in partnership with our Network Partners.
- Gather and analyze marketing performance data, provide monthly web analytics reports, and make recommendations to optimize online marketing programs with a focus on marketing effectiveness and continuous improvement.
- Contribute to the development of geo-targeted social media plans including page creation, campaigns, user tracking, and target audience engagement.
- Assist in the reporting, QA and set-up of eCommerce processes and support for our Network Partners
- Monitor key online marketing metrics to track success
- Review, organize, and execute external opportunities for integration of Phantom's products in show homes and special affiliate programs to deliver on corporate brand awareness goals
- Support the coordination and implementation of the annual trade show plan

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, Wordpress, InDesign and Illustrator is an asset.
- Keep current with online marketing trends and developments with an eye to best practices.
- 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:

A minimum of 2 years post-secondary education in a Marketing discipline. Work experience as Marketing Coordinator B2B or B2C or agency experience is an asset. An equivalent combination of education and experience may be considered.