

Marketing Programs Manager

Job Code: MPM



Job Details

Location: Ontario
Job Type: Full Time

Position Summary

The Marketing Programs Manager plays a critical role in enhancing customer retention and driving brand loyalty at Mitsubishi Electric. This position is responsible for designing, implementing and managing our programs to align with division business goals. As Marketing Programs Manager you are responsible for developing and maintaining marketing programs for the organization's HVAC Products Division targeted towards selected markets or audiences. By developing strategies that encourage repeat purchases, this role significantly contributes to overall revenue growth. Key programs include the Residential Dealer Loyalty Program (DLP), Development of a Commercial Customer Program, Management of the co-op program and processing of invoices, management of the rebate program and portal.

Key Responsibilities

- Develop an annual marketing plan and budget for the Residential Summit Dealer Program
- Work with agencies and/or internal resources on the deployment and management of the Residential and Commercial Summit Program
- Redevelop Commercial Summit Program adding in actionable rewards
- Overseeing the daily operations of the programs, leading cross-functional teams to ensure program success, and analyzing customer data to optimize program offerings.
- Collaborate closely with all departments and create a seamless experiences for customers and maximize the effectiveness of loyalty initiatives
- Establish partnerships or tie-ins with other organizations, and develop communications meant to increase awareness of programs and our brand.
- Analyze customer behavior and program performance metrics to identify areas for improvement.
- Creation of engaging promotional campaigns and execution to drive participation in the loyalty program.
- Monitor industry trends and competitor loyalty programs to ensure competitive advantage.
- Gather customer feedback to refine and enhance the Residential Summit loyalty program. and Commercial Summit Program
- Update co-op policy brochure on an annual basis,
- Manage processing of co-op and oversee creative approval process
- Develop a plan to communicate co-op program for dealers to increase usage
- Responsible for the development and management of partnerships and programs as they arise
- Manage rebate program and information working with vendors on updating of various websites, pulling of AHRI reports as needed in order to feed the database with up to date rebateable

models.

Qualifications

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- 5 to 7 years in a similar role
- Strong analytical skills with the ability to interpret data and metrics.
- Excellent communication and interpersonal skills.
- Strong knowledge of marketing principles, planning, budgeting and direct marketing tactics
- Proficiency in CRM software and data analysis tools.
- Creative thinking and problem-solving abilities.
- Strong project management skills with attention to detail.
- Ability to work collaboratively across departments and with external partners.
- Strategic thinker
- Strong team player
- Ability to multi- task and handle multiple projects is a must

Education Requirements

Min/Preferred	Education Level	Description
Minimum	4 Year / Bachelors Degree	

Years Of Experience

Minimum Years of Experience	Maximum Years of Experience	Comments
5	7	

Accommodations will be available upon request for persons with disabilities.