

Senior Marketing Manager

Job Code: SR MKG MANA



Job Details

Location: Ontario
Job Type: Full Time

Position Summary

Position Vacant: Yes
AI Being Used to Recruit: No
Salary Range: \$100K - \$150K

As the Senior Marketing Manager for our HVAC Products Sales Division, you are responsible for the development and implementation of all HVAC related marketing and communication strategies, launch and management of new products, services and associated brands to meet profitability goals through effective marketing programs. You will work closely with stakeholders to understand their needs and develop goals, strategies and implementation plans to execute a comprehensive and cohesive marketing campaign for all HVAC events. The position reports to the Vice President Sales & Marketing HVAC Products Division.

Key Responsibilities

- Work with advertising agency and other sources to compile the following annually:
- Product literature, catalogues and ad mats,
- Annual advertising media planning and assist in contract negotiation,
- Website development and maintenance.
- Liaise with customers for development of their marketing programs.
- In collaboration with HVAC Sales & Product leadership teams develop and maintain a yearly marketing plan & budget template with financials.
- Liaise with translators, designers, printers, media and external agencies on production and distribution of all HVAC sales and marketing materials.
- Collect and analyze market data; market share, case studies, trends.
- Build relationships and maintain direct communication with Mitsubishi Electric HVAC distribution partners, factories, branch offices, customers and other HVAC sales subsidiaries.
- Manage schedules for all HVAC marketing projects, tracking expenditures and budgets.
- Ensure stock of print literature and promotional items is maintained and distributed to appropriate customers.
- Plan, organize and manage HVAC marketing events including trade shows, annual customer visits to factory and other sales related events. This includes customer incentive trips and other similar sales initiatives.
- Proofread, edit and monitor communications and publications by others to ensure adherence to policies and guidelines to maintain consistency in corporate message and branding.

- Manage external company communications related to HVAC sales and marketing.
- Maintain mailing and email distribution lists for appropriate internal and external communication documents.
- Review and update HVAC marketing policies including co-op.
- Review, reconcile and recommend approval of co-op claims.
- Provide routine program metrics, analytics and intelligence from product incentive programs to enable effective decision making within residential sales team.
- Source feedback from customers regarding real life experience with residential and commercial product series, developing customer testimonials and/or case study materials to help promote the benefits of the technology.
- Establish and maintain dedicated marketing resource areas in Markham and Burnaby offices where product and sales specialists have access to the latest marketing materials for distribution to customers.
- Compile press releases for distribution to media.
- Implement and maintain routine newsletter format targeting distributors and customers external to MESCA.
- Communicate with appropriate MESCA personnel to follow sales leads.
- Maintain a thorough understanding of all HVAC product features and benefits.
- Manage national brand awareness or sponsorship program activation establishing performance objectives with key performance indicators realizing target return on investment outcomes.
- Manage marketing team personnel, coaching, mentoring, establishing and reviewing performance objectives.
- Other duties, as assigned.

Qualifications

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- Bachelor's Degree in Marketing & Communications preferably with a product focus or other similar discipline.
- Minimum 10 years of experience working in a product marketing role within the HVAC industry at the manufacturer level preferred.
- Minimum 5 years of experience managing or leading a marketing team in a corporate environment with digital and electronic media focus.
- Extensive B2B marketing background with some B2C marketing experience preferable
- Excellent interpersonal, communication and marketing skills required.
- Fluent (oral & written) English language with similar capacity in French language seen as an asset.
- Proven ability to excel and multi-task in a fast paced environment with proven capacity to meet strict project deadlines.
- Excellent computer skills, Microsoft Office Suite, Illustrator and PhotoShop.
- Good sense of creativity.

Education Requirements

Min/Preferred	Education Level	Description
Minimum	4 Year / Bachelors Degree	Bachelor's Degree in Marketing & Communications

Years Of Experience

Minimum Years of Experience

Maximum Years of Experience

Comments

10

Accommodations will be available upon request for persons with disabilities.