

Job Description – Marketing Manager

Basic Job Description

The Marketing Manager is responsible for developing and executing strategic marketing plans for the organization. This individual will also launch and manage new products, services and associated brands to meet profitability goals through effective marketing programs.

Reports to: Director of Operations

Direct Reports: Marketing Coordinator

Primary Duties:

- Provide leadership for the marketing processes and key marketing deliverables by establishing strategies and plans that support Kito Canada Inc. business plan.
- Establish and enhance product offering through identifying and assessing product and market opportunities and outlining franchise road maps to align with company objectives.
- Participate as a member of cross functional product development teams.
- Establish and manage Kito Canada Inc. global market strategies and plans, provide marketing direction to field sales and other strategic channels (e.g. distribution channels), including execution of product commercialization plans.
- Lead marketing efforts to understand segment influencers including customer demographics, competitive assessments, and market needs.
- Establish, build, and maintain key internal and external relationships, including cross functional teams, other franchises, sales, and opinion leaders.
- Partner with finance, sales, and supply chain to develop the forecast and manage operational issues for the franchise.
- Define and implement clear product positioning and messaging for franchise and its associated products.
- Develop and implement product training and educational tools.
- Keep up-to-date on new developments and trends to understand customer and market needs for assigned products.
- Develop product pricing and promotional programs.
- Other Duties as Required.

Qualifications:

Education and Experience

- 4-5 years direct work experience, preferably product marketing related
- Excellent understanding and familiarity with brand building and brand management.
- Proven track record in creating and executing successful e-mail marketing, Internet marketing and direct marketing programs.

- Direct experience with graphic design, Web page, and other marketing-related software tools.
- Knowledge of ethical marketing best practices and associated regulations.
- Comprehensive understanding of the marketing and product planning process.
- Strong cross-functional management skills with demonstrated ability to effectively utilize internal resources to meet project deadlines and objectives.
- Excellent interpersonal and communication skills, including the ability to listen and assess customer needs, prioritize needs/requirements, and communicate them cross-functionally.
- Excellent leadership, presentation, and negotiation skills to work effectively in driving a franchise and participating as a member of cross functional teams.
- Excellent interpersonal skills with the ability to work cross-functionally with teams such as Engineering, Operations, Sales, and Corporate Communications.
- Excellent communication skills, both verbal and written.
- High level of motivation with the ability to operate as an individual and team contributor.
- Proficiency in Microsoft Office (Word, Excel, PowerPoint, Outlook, Project).

- **Knowledge Skills and Abilities**
 - Strong communications skills.
 - Ability to communicate effectively in English both verbally and in writing
 - Bilingual (French and English), considered an asset.
 - Ability to receive direction as well as provide it.

Working Conditions

- Work is done indoors
- Ability to attend and conduct presentations
- Hours of work are Monday to Friday 8:00 am to 4:30 pm. Hours may fluctuate on business volume.

Travel

- 15% of time may be spent travelling within Canada
 - To customer sites
 - Between Mississauga and Burnaby operations as required to lead remote teams
- 5% of time may be spent travelling internationally
 - To US
 - To Japan