

## MITSUBISHI MOTORS - JOB DESCRIPTION

<b>Job Code:</b>	C095	<b>Job Title:</b>	CONTRACT (1 YEAR) Specialist, Marketing
<b>Division:</b>	MMSCAN	<b>Department:</b>	Marketing
<b>Band:</b>	Specialist	<b>Location:</b>	MMSCAN - Toronto
<b>Created On:</b>	February 14	<b>Revised On:</b>	September 2018

### INCLUSIVENESS

Mitsubishi Motor Sales of Canada, Inc. is an equal opportunity employer fostering an inclusive, accessible environment. We are committed to building an environment where all employees and customers feel valued, respected and supported.

Mitsubishi Motor Sales of Canada, Inc. will support applicants requiring accommodation during the recruitment process.

**PURPOSE:** The Contract Specialist, Marketing will support all efforts of the marketing department to help build awareness and consideration of Mitsubishi Motors in the Canadian Automotive market. The individual will work with internal team members and agency partners to deliver on our strategy and to grow our business effectively and within budget. This position requires a professional who is creative and extremely detail-oriented with the discipline to manage multiple projects and competing deadlines. This position reports to the Senior Manager, Advertising.

### RESPONSIBILITIES:

- Directly involved with planning MMSCAN's brand growth:
  - Assist in target setting (KPI's) and activity execution to improve our brand health
  - Brand Guidelines – ensuring compliance amongst all touchpoints
  - Helping define the brand and implementing the rollout of the brand workshops to staff, vendors and dealers
- Coordinate the new vehicle launch process
- Utilize market research to determine consumer requirements, habits and trends
- Analyze market data (campaign results, conversion rates, traffic etc.) to help shape future marketing strategies
- Involved in communications with creative, media and ethnic agency partners and other vendors ensuring all brand advertising is completed on brief, on time and within budget
- Manage relationships with MMC and global distributors to coordinate assets required for all marketing activities including photography, video and usage.
- Coordinate with agency and internal staff for the design, production and procurement of assets to ensure (brand) POS, brochures/ebrochures are on brand and Canadian compliant.
- Responsible for product and brand content updates on the CWS/DWS

- Oversee Ad planner functionality and maintenance to ensure that content is relevant and up to date
- Responsible for communications with field staff and dealers on brand initiatives
- Manage budget tracking, control, and reconciliation.
- Review agency Budget Control Reports to ensure projects are tracking according to assigned GL accounts, signed estimates and invoices
- Coordinate media and experiential sponsorships designed to gain awareness/consideration of the Mitsubishi brand and drive leads to retailers.
- Coordinate vehicle logistics for photoshoots, TV shoots, sponsorships and vehicle placement
- Develop and coordinate various presentations and proposals
- Responsible for JSOX reconciliation of the balance sheet account provided to finance monthly
- Perform other duties as assigned or required