

MMSCAN - JOB DESCRIPTION			
Job Code:	C126	Job Title:	Manager, Retail Marketing
Division:	MMSCAN	Department:	Marketing
Band:	Manager	Location:	MMSCAN Head Office
Created On:	Aug 2018	Revised On:	July 2019

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 Retail Marketing Manager is responsible for all retail activities at the tier 2 and tier 3 advertising levels. This position involves working with regional operations (regional managers), dealer advertising associations, advertising agencies and internal departments. Utilizing a strong understanding of marketing principles and the retail environment, you will strategize, plan, develop, execute, and measure success of each campaign. This position reports to the Senior Manager, Marketing.

RESPONSIBILITIES:

1. Responsible to strategize, prepare and execute retail campaigns for all channels to engage customers and drive traffic to the CWS/dealer network.
2. Directly involved in communicating with creative /media agency partners and all other vendors ensuring all Tier 2 advertising and other projects are completed on time and budget
3. Responsible for reviewing and proofreading all retail advertising materials ensuring they are on brand and accurate, legally and otherwise
4. Coordinate monthly meetings with DAAs to set direction for upcoming and ongoing campaigns
5. Review, maintain DAA process through budget management and processing of invoices from conception through to approval
6. Oversee, review and edit all internal and external dealer communications
7. Ensure Ad planner, web site and dealer portals are maintained and up to date
8. Manage tier 3 TAP & Dealer Coop programs including policy development, dealer communication, and budget management
9. Develop and coordinate various marketing presentations and proposals
10. Manage department budget tracking, control, and reconciliation
11. Execute post auditing and regular department reporting (post-mortems with vendors)
12. Make recommendations on current, future policies and procedures
13. Lead employees using MMSCAN's performance management practices that provides an overall context and framework to encourage employee contribution and includes goal setting, consistent feedback, and performance development planning.
14. Perform other duties as assigned or required.

**TYPICAL EDUCATION & EXPERIENCE PROFILE:**

- 3 – 5 years direct responsibility in marketing, advertising or agency, preferably focused in automotive.
- Digital design, technology and business savvy
- Some experience with evaluation tools like Google
- Understanding of automotive dealership operations is a benefit
- Preferred BA/BS degree in marketing or business administration or Advertising/marketing related degree/diploma
- English and French verbal and written communication skills

PROFILE DIFFERENTIATORS:

- Previous experience analyzing market data, program management, budget development, and tracking techniques
- Prior automotive industry, dealership operations and marketing experience is a plus
- Sets high standards for self and others while handling several tasks and responsibilities simultaneously
- Comfortable speaking up in meetings and bringing data-based observations and ideas to management
- Recognizes the need for pre-planning and collaboration to complete marketing campaigns
- Problem solver/facilitator and decision maker
- Highly organized and excellent multitasker
- French language would be an asset