



MITSUBISHI MOTORS - JOB DESCRIPTION	
Job Title:	Specialist, Retail Marketing
Department:	Marketing
Location:	HQ

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

RESPONSIBILITIES:

1. Responsible to prepare and execute retail campaigns for all channels to engage consumers and drive traffic to the CWS, DWS and footfall to dealerships.
2. Directly involved in communicating with creative /media agency partners and all other vendors ensuring DAA and projects are completed on time and within budget
3. Oversee all reviewing and proofreading of 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, and maintain DAA process with MPA, budget management and processing of invoices from conception through to approval
6. Oversee, review and edit all internal and external dealer communications
7. Oversee Ad planner, web site and dealer portals are maintained and up to date
8. Coordinate tier 3 Tactical Advertising & Dealer Coop programs including policy development, dealer communication, and budget management
9. Develop and coordinate various marketing presentations and proposals
10. Execute post-mortems with vendors and regular department reporting
11. 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.
- Understanding of automotive dealership operations is a benefit
- Preferred BA/BS degree in marketing or business administration or Advertising/marketing related degree/diploma



- Bilingual in 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.
- French language is a must.

Application can be done via: <https://www.linkedin.com/jobs/view/1749199251/>