

The Weather Network is Looking for You... Now Hiring People with a Sunny Outlook

Benefits of working for Pelmorex /The Weather Network:

- Named one of Top 50 Best Managed Companies for the 3rd consecutive year
- Working with an innovative team of over 300 employees
- Keeping pace with the growth of technology, we offer unique integration of creativity, science and technology
- Leader in employment equity and diversity
- Dynamic, fast-paced environment, open-door philosophy
- State of the art facilities

Manager, Online Applications Term (up to 6-8 months)

Reports to: VP & GM, Interactive Services

Oakville, ON

This role is responsible for the product marketing strategy, management, and day-to-day operations of Interactive Services' (IS) online consumer applications, including the WeatherEye and related products in the French and English markets. The key objectives of this role are to meet targets established to grow product subscription and reach, advertising revenue, and referral traffic to the web sites.

Responsibilities:

Develop and execute business plan to exceed objectives in subscriptions, revenues and referrals

Work with VP and Director, Web to contribute to the overall Online business plan

Manage the Applications P&L to exceed earnings objective

Work with VP and the IS management team to develop annual and quarterly strategic plans, budgets and prioritize business opportunities

Work with Sales and Traffic to create and communicate attractive sales opportunities and effectively deliver ad campaigns to clients

Work with Technology and Interactive Development to manage product enhancements and new product development

Work with Operations to ensure the reliable, 24/7 and efficient distribution of products to customers, and forecast and manage growth and improvements in infrastructure through capital budget planning

Work with Research to provide accurate ongoing reporting of product usage, and conduct market and customer research to provide direction to business planning

Manage relationships and negotiate agreements with partners

Work with Marketing to develop and execute consumer and trade-focused communications plans

Work with Audience Relations to receive, track and respond to customer feedback

Keep up-to-date on the interactive industry, consumer or technological trends, changes in competitive or market conditions and business best practices, and develop appropriate market responses

Other duties as directed by VP

Responsibilities and duties may evolve and change over time.

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Qualifications:

Degree or diploma in Business Administration, Marketing or equivalent
3-years relevant product marketing experience
Online and interactive media experience

Competencies:

- Business management: the ability to analyze and understand the customer, market and environmental trends and opportunities and develop, prioritize and execute an effective strategy
- Excellent communication, project leadership, teamwork, planning and organizational skills
- Extensive knowledge of interactive marketing, online advertising, trends and business models
- An entrepreneurial outlook and ability to work rapidly changing environment
- Bilingual (English/French) language ability an asset

Qualified applicants should submit their resume to: *Human Resources*, Fax: 905-829-1332 or *email*: hr@pelmorex.com. Please quote: “**00-02**”. Pelmorex is committed to equity in the workplace. We thank all applicants for their interest, but only those selected for an interview will be contacted