

## 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 Canada's 50 Best Managed Companies for the 5<sup>th</sup> consecutive year
- Recognized as one of Greater Toronto's Top Employers for 2010 and 2011
- 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

## Marketing Manager, Consumer Marketing Apps & TV

*Contract (up to one year)*

*Reports to: VP Marketing (acting)*

*Oakville, ON*

### Description:

As part of the Marketing team, this role will be responsible for leading marketing strategies; the development and implementation of marketing programs for The Weather Network and MétéoMédia's cross-platform applications; and, television products/features.

The Marketing Manager role will be responsible for driving and engaging new users to spend more time on the respective properties through strategic marketing programs. This position will also interact with advertising and PR agencies, internal clients, production groups and marketing members in order to recommend, develop, implement and measure results for campaigns.

### Responsibilities:

- Lead and meet key business objectives including consumer acquisition, retention and increased usage of apps and television, promoting key weather content and enhancing consumer satisfaction
- Responsible for the end to end marketing strategy
- Partner with marketing team members to develop and own an integrated marketing plan including:
  - PR
  - Media: owned, earned and paid
  - Social media
  - Research
- Develop and implement key strategies to support business objectives including:
  - Usage of existing online properties
  - Cross promotions of TV and online offerings
  - Contra Partnerships
- Partner with the Apps and TV business units to deliver strategic marketing campaigns for long term growth

- Ensure campaigns are rolled out effectively in both English and French, with French support from our bilingual marketing team member
- Set marketing KPIs and metrics for the campaigns
- Deliver projects on budget, on time and report on performance metrics
- Find creative methods to stretch the marketing budget
- Keep internal clients updated on the progress of marketing initiatives to support their objectives
- Manage creative agency on campaigns and programs

*Responsibilities may evolve and change over time*

**Qualifications:**

- University degree in Marketing, Communications, Business or Public Relations
- 5 - 7 years of related consumer marketing experience in a senior role, experience in the online media industry is an asset

**Competencies:**

- Proven track record of achieving business results from marketing campaigns
- Previous experience in building strategic marketing plans, incorporating market research and consumer insights into marketing plans
- Experience in managing agencies
- Strong cross teaming and cross collaboration skills
- Effective communicator
- Highly motivated
- Creative
- Well-developed problem solving skills
- Ability to work in a high change and fast paced environment
- Experience working in the digital landscape
- Consumer marketing experience
- Bilingual (English and French) an asset

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Qualified applicants should submit their resume to: *Human Resources*, Fax: 905-829-1332 or email: [hr@pelmorex.com](mailto:hr@pelmorex.com). Please quote: **“Marketing Manager, Consumer Marketing Apps & TV, Contract”** in the subject line. 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.