



## **JOB DESCRIPTION**

<b>Job Title:</b>	Manager, Market Development
<b>Business Unit:</b>	Western Region
<b>Department:</b>	Marketing
<b>Work Location:</b>	Calgary, AB
<b>Full-time/Part-time:</b>	FTE
<b>Effective Date:</b>	

### **Primary Focus:**

Reporting to the Vice President, Marketing Western Region, this role is part of the regional marketing management team. The primary purpose is to define, develop, launch and manage partnership and affinity channels and support the development of existing and planned new channels and analysis, justification and launch of new products or services.

### **Accountabilities:**

- Responsible for developing and implementing a product management strategy working with Sales, Operations, Finance and Regulatory.
- Developing an affinity strategy that increases customer acquisition by providing competitive advantage for Western Region products and services
- Identify and negotiate affinity partnerships that are consistent with the strategy and drive profitable sales growth
- Develop and execute implementation plans to seamlessly implement and integrate new strategic channels across the organization
- Develop new product implementation plans and manage cross-functional organizational teams to execute against those plans
- Monitor the success of new product launches compared to business case expectations and make improvement or exit recommendations
- Assist sales to improve the performance of existing core channels such as door to door and kiosks, as well as identify new channels
- Own the Air Miles relationship and own and expand on other relationships to increase competitive advantage.

### **Skills & Qualifications:**

- 4 – 7 years marketing experience with the ability to influence and champion change
- The ability to develop product marketing plans and strategies
- Experience in the energy industry is an asset, however experience with high volume markets is required.
- Must have the ability to influence and provide input into the development of the Regional Marketing plans and strategies.
- Undergraduate degree in Business, Marketing, Finance etc. An MBA is an asset.
- Strong analytical and problem solving capabilities
- Strong computer skills
- Excellent presentation skills
- Excellent interpersonal, influencing, and negotiating skills required
- Very good working knowledge of business process analysis and business case development
- The ability to influence others and work as part of a team with global awareness is vital. The understanding of the impact and implications of the product area on other marketing areas and the touch point into other parts of the organization (sales, operations, finance and regulatory)
- A customer centric philosophy will be a value held by the successful candidate.