

MANAGER, MARKETING RESIDENTIAL SERVICES

ABOUT FRONTLINE:

FRONTLINE is a pioneering Canadian technology company with over 15 years of experience. We use our true fibre optic network to deliver unlimited high-speed internet, 4K compatible HDTV, home phone services and smart sensor technology to create smarter condos and communities in the GTA.

With FRONTLINE you can expect opportunity for growth in a fast-paced entrepreneurial environment brimming with team spirit and a “go get ‘em” can-do attitude, an environment that fosters new ideas and thinking. If this sounds right to you, then you sound right for us!

MAIN RESPONSIBILITIES:

SALES & MARKETING

- Create marketing materials, sales presentations, and prepare RFP responses in collaboration with Project Management, Install and Sales teams.
- Foster and maintain a strong working relationship with the company designated advertising agency.
- Develop and promote branding initiatives consistent with corporate business goals and objectives.
- Ensure all products, services, and other offerings conform to brand identity; conduct ongoing brand management.



(416) 360-3000 x6575



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- Initiate research, development, and implementation of new marketing programs/campaigns, including direct mail, corporate sales, Internet marketing, conventions, workshops, advertisements, sales tools and other initiatives.
- Coordinate collateral distribution ensuring current and accurate content.
- Work with Channel Partners to identify and develop sales opportunities within their client base.
- Design and attend relevant trade show and convention appearances in order to build relationships and promote the organization's initiatives.
- Other duties as required.

ANALYTICS:

- Analyze consumer and competitive market trends to determine feasibility and profitability of new or existing offerings; make recommendations based on findings.
- Collaborate with Sales, Install, and Operations teams to assist in the preparation of sales forecasts.
- Measure marketing campaign performance.

TRAINING:

- Continually maintain expert working knowledge of all company products, services, and promotions.
- Regularly conduct on-site product training, marketing strategy meetings and conference calls.
- Support/lead off-site training sessions for new customers on complete product offering and use of IPTV technology.



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REQUIRED QUALIFICATIONS:

- Bachelor's degree in e-commerce, business, marketing, communications or a related field.
- Exceptional working proficiency in Microsoft Office, with knowledge of Adobe design applications considered an asset.
- Knowledge and understanding of the digital space, including social media networks (Facebook, LinkedIn, Twitter, YouTube, blogs), search engine optimization (SEO), and familiarity with Internet applications acquired through related work or internship experience.
- High level of interpersonal & communication skills as well as analytical & organizational skills.
- Ability to work in collaboration with others.
- Extreme attention to detail, solid organizational and problem solving skills.
- Self-starter approach with initiative.
- Ability to work in a fast paced, changing environment with minimal direction.
- As a full time employee, must have a flexible schedule due to the sales support nature of the role (e.g., ability to work occasional weekends and evenings up to 10 pm for customer training, trade show attendance and other related responsibilities).
- Ability to pass and maintain full security clearance as required (Criminal/Credit Checks).



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