

Job Posting: National Marketing Manager

Mississauga Office

The Marketing Manager is responsible for the execution of PNF's national and local marketing activities and will collaborate with key marketing partners on a national and local level, guided by 3 key objectives: generating trial; improving retention; growing share.

The role reports directly to the VP Marketing and Sales.

Key Responsibilities:

- Develop and execute multi-channel, multi-media marketing campaigns that are on message and on brand
- Utilize the existing loyalty programs to drive trial and retention while balancing the cost of participation
 - Collaborate with CAA and Aeroplan in developing and executing regional and national programs with the focus on results
 - Foster strong relationships with the local and national CAA office, Aeroplan partner manager
 - Maintain the necessary analytics to support participation and involvement in campaign
- Manage and liaise with strategic partners to develop relationships and identify new business opportunities
- Management of the Park'N Fly Rewards loyalty program;
 - Development and execution of the marketing communication plans
 - Monitoring and reporting on program and its effectiveness (retention; share)
- Direct, execute and implement creative assets for print and digital (online, email, search)
- Review and report on paid search efforts
- Develop and execute individual channel or promotional marketing communication plans
- Assist with the media selection, media buy and production
- Plan, develop and execute Travel Agent communication and Corporate marketing plans and tactics
- Provide sales support and create sales tools as required for each sales associate
- Oversee social media performance (community management and organic content development)
- Assist in the execution of the corporate social responsibility initiatives

Skills:

- Proven experience developing and nurturing partner relationships and prior campaigns
- Intermediate proficiency using Adobe Creative Suite (including InDesign, Photoshop and Illustrator)
- Experience in print production and digital file preparation
- Advanced working knowledge of Microsoft Office (PowerPoint, Word, Excel)
- Ability to generate content for multiple channels (B2B and B2C)
- Experience utilizing and navigating email communication platforms
- Adept at managing corporate social media pages
- Web content management experience including using WordPress
- Working knowledge of Google Adwords, SEO and paid search best practices
- Data & analytical mindset that guide business decisions

Requirements:

- Bachelor's degree in marketing or related field
- 7 years minimum experience in a similar marketing manager capacity
- Prior loyalty management experience
- Proven track record based on prior experience/knowledge
- Travel industry experience considered an asset

Interested Parties:

Please forward your CV along with cover letter to the attention of Frank DeCesare, at marketingservices@parknfly.ca.