

ROLE PROFILE

Senior Specialist, Field Marketing

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| **Reports to:**  Director, Marketing & Communications | **Date:** Nov 8, 2019 |
| **Salary Range:** | **Direct Reports:** None |
| **Location:**  Corporate Office | **Department:** Marketing |

**ACCOUNTABILITY**

The Senior Specialist, Field Marketing will be a subject matter expert in Marketing, looking for opportunities to provide your expertise to drive change at TPH. Your goal is to partner with, and ensure service excellence, to our 72 and growing Branch locations, the Business Development team, TPH Charitable Office, and Rosemont Hospitality Group. You enjoy being both strategic and hands-on and thrive off identifying creative and innovative solutions for your partners and your programs.

The Senior Specialist, Field Marketing will be innovating and service-oriented leading the strategy, plans and initiatives overseeing and implementing all field marketing campaigns for TPH. This role will define, develop, and implement the field marketing plan.

**RESPONSIBILITIES**

You will design, execute and optimize a range of field marketing campaigns that drive business results and engagement by region, location, and customer segment. Initiatives could include traditional and digital channels, specifically print, direct marketing, website, SEO, email, content, etc.

* Be the in-house expert and internal marketing agency working directly with Branch Managers, Business Development, TPH Charitable Office and the Rosemont Hospitality Group to implement various marketing initiatives
* Based on individual need, build strategic marketing initiatives that generate leads, drive organic growth or provide appropriate communications at the branch level
* Work closely with Marketing Automation, Content Marketing, and the Analytics & Data Intelligence team to leverage company data to inform strategies, establish and measure KPIs and processes for report on the effectiveness of the initiatives and continuously identify opportunities for improvement
* Be accountable for and manage your projects from end-to-end
* Work cross-functionally to build relationships and collaborate with both internally teams and external partners to ensure projects are delivered on-time, within scope and within budget

**QUALIFICATIONS**

* 7 to 9 years of related experience in a similar role within a fast-paced, high-growth environment, ideally within a B2B environment
* Previous proven business results driving and delivering the field marketing strategy for a mid- to large-sized business
* An understanding of email marketing, CRM and Marketing Automation
* Strong analytical mindset, a creative problem solver that is highly organized with a strong degree of attention to detail
* A self-started with the ability to establish and execute overall direction and strategic marketing initiatives
* Exceptional project and vendor management abilities
* Capable of making complex decisions under schedule and performance pressure while driving internal and external organizations to execute those decisions in a timely manner
* Well versed at handling details and can easily flex from decision making to hands on as required
* Ability to manage relationships with various internal and external stakeholders and be a strategic influencer and thoughtful negotiator
* Presents a confident and consistent approach and always leaves a positive impression, even when dealing with difficult issues
* Absolutely unquestioned personal ethics/integrity/honesty and the willingness to demand the same from his/her peers
* University degree in business, marketing or communications. MBA an asset.
* Proficient in Microsoft Office Suite; Outlook, Word, Excel, PowerPoint, etc.