



Sun Rivers Limited Partnership Position Description – Marketing Manager

Name of Position:	Marketing Manager		
Reports to:	Vice President	Supervises:	Marketing Assistant
Position Type:	Permanent Full Time	Last Reviewed	January 21 2015
Implementation Date:	January 31, 2013	Creation Date	January 1 2014

Scope of Position:

The Marketing Manager (MM) is a primary management role which oversees (guides and directs) all aspects of marketing planning, execution and financial management for the Sun Rivers Group of Companies. The MM's role is to create leading marketing products and campaigns which drive traffic and inspire and motivate the management team and front line staff to meet or exceed sales targets and deliver superlative customer service. The Vice-President supports the MM with strategic guidance and advice. The MM is responsible for ensuring that his or her subordinates employ and adhere to all policies, procedures, and protocols of the Corporation.

Competencies

Team Leadership

Create a culture of excellence that promotes learning, expertise, and high quality service to our clients while respecting the individual needs of team members.

- Develop, review, and promote the use of policies, procedures and processes that support a smoothly operating, efficient organization
- Communicate regularly with unit managers regarding corporate strategies, actions, plans, and measures.
- At all times, ensure staff are working to protect the assets of the company from risk, damage, loss or other foreseeable threats.

Business Development

An overarching consideration for the MM is the development and improvement of business operations and functions. While many of these functions will be included in strategy and business planning processes, it is important to understand that a focus on; developing and maximizing new markets, refining our services and products to accommodate changing market demands, and response to customer satisfaction results, are key aspects of ongoing business development.



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- Initiate and finalize the development of annual strategic marketing goals.
- Assist senior management team to create an annual Strategic Plan for the Sun Rivers Group of Companies
- Review applicable strategic and business plan progress measures, and report results to management monthly.
- Represent Sun Rivers at industry related opportunities, including marketing initiatives and trade shows.

Service

- Create, review and monitor marketing quality brand and service standards for all operational units.
- Initiate and monitor the customer satisfaction survey system, reporting issues, results, and successes to management.
- Work with all staff to ensure collaborative service and shared responsibility for service standards are in use at all times.
- Work across unit lines to maximize value of each campaign to Sun Rivers,
- Create, supervise, and participate in promotional activities that create new and repeat business.

Operations

- Regularly review contractor and supplier agreements, pursuing greater cost efficiencies and acting on deficiencies as required.
- Regularly review contractor performance ensuring that Sun Rivers quality standards are met, reporting any deficiencies to management.
- Effectively track and monitor marketing product inventory, consumables, and other business items required to operate the unit.
- Ensure staff maintains all fixtures and technological equipment and other requirements to ensure a functional operating environment.
- Update and maintain databases and client contact systems.
- Ensure units are using promotional signage, marketing packaging or other marketing products as directed.
- Define and utilize systems, forms, and processes that ensure consistent outcomes are achieved.

Financial Operations

- Oversee the financial management of the unit utilizing all prescribed budgetary and tracking processes.
- Implement and account for unit budgets and financial processes, reporting regularly to senior management on budget status.
- Prepare annual budget in advance of year-end for approval by senior management.



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Human Resources

- Supervises staff to ensure that his or her subordinates employ and adhere to all policies, procedures, and protocols of the corporation.
- Provide feedback to management regarding staffing issues in order to maintain customer service standards.
- Regularly review staff performance utilizing Sun Rivers evaluation tools and acting upon issues as identified.
- Pursue personal and professional skills development and upgrading in order to provide a higher level of service to the unit.
- Regularly and consistently coach staff on progress and maintain accountability regarding goals and actions.

Position Specific Tasks

- Hold managers accountable for performance of the area specific marketing plan and monitor campaign results, reporting these results to management along with improvements required to achieve targets or celebrate success.
- Work with all managers to create, place and monitor effectiveness of a wide variety of media campaigns and tools, utilizing a full suite of mediums.
- Provide timely, accurate project management services for all marketing initiatives, including invoicing, coding, and other financial management functions.

Remuneration

The Marketing Manager is remunerated based on a competitive core salary paid which is on an hourly basis, plus the potential of an annual performance bonus, and receives vacation in accordance with the Company vacation pay policy. The Marketing Manager is expected to work flexible hours and days to accomplish their duties. Employee benefits and discounts are available in accordance with current Company policy.

Required Qualifications, Education & Experience

- Diploma or Degree in Business Administration & a Marketing discipline.
- Proven supervisory experience, creating positive teams and experiences.
- 3 years of marketing experience delivering demonstrated results.
- 2 years web site management experience.
- Proven track record of setting and achieving goals.
- Proven leadership skills, which include coaching and training abilities and strong motivational skills.
- Very strong business correspondence and marketing writing skills.
- High Level of Computer Skill using Microsoft products, Design software and Database management tools.



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Interpersonal Skills and Qualities:

- Strategic thinker
- Sales and service oriented
- Team player
- Problem solving & decision making skills
- Excellent interpersonal & communication skills.
- Analytical and detail oriented.
- Versatility, flexibility and strong stress management skills

Incumbent:

I have read the position description and understand and agree to the requirements of the position as set out above:

Incumbent (print) _____

Signature _____

Date _____