Marketing Manager - B2B Campaign Mgmt

Location: Regina, Saskatchewan
Position Type: Permanent Full-Time
Number of Positions: 1
Salary: $86,985-$115,981 (Will be based on education and experience)
Closing Date: September 10, 2021

POSITION OVERVIEW
As part of the Marketing Management team within SaskTel, this position is accountable for:
• Achieving in-year revenue targets through leadership of go-to-market activities including campaign development and execution, channel activities, and activation-based programs.
• Managing the Marketing relationship with SaskTel's Business Sales channels; enabling the sales channel with strategic initiatives, information, customer lists and activation-based campaigns which drive revenue growth and retention in the B2B market.
• Coordination of all product teams in go-to-market activity to drive growth through cross-portfolio offers and value propositions.

LEADERSHIP ACCOUNTABILITIES
People
1. Leads, directs and manages staff to ensure the effective use of HR resources. Maximizes performance by selecting (hire external or promote from within), developing, mentoring and sustaining a high level of expertise among staff. Organize and direct work including prioritizing assignments, establishing objectives, providing regular performance feedback, conducting year end performance appraisals and taking necessary corrective action as may be required. Assists in staff career planning, establishes development and succession plans and ensures relevant HR procedures and policies are followed (provisions of the collective agreement, performance appraisals, discipline, grievance, etc). Accountable for provisioning and managing contracted resources as may be required.
2. Accountable for promoting a productive and positive environment for staff that encourages innovation, teamwork, initiative and models corporate values. Motivates staff by assigning challenging work, planning and managing internal communications and awareness of corporate direction, mission, plans and activities.
3. Ensures all safety, health, environmental and code of conduct policies, programs and standards are understood and complied with at all times.
4. Proactively identify and action opportunities to increase customer satisfaction (internal and external customers).

Financial
1. Ensure sound financial control within area of responsibility by developing annual operating and capital budgets, monitoring performance to budget and taking action as appropriate. Develops, negotiates and implements contracts for acquisition of goods & services related to area of responsibility.

Innovation
1. Accountable to research, develop, define and implement innovative long and short term plans, policies and objectives. Provides expertise to senior management providing education, studies and consulting on opportunities that will impact business strategy. Ensures alignment and integration with the corporate strategic plan and develops plan and operational metrics, including approaches for demonstrating business value.
2. Accountable to proactively identify and action opportunities to improve revenue and growth initiatives, decrease costs, increase customer service levels and increase employee engagement.
3. Accountable to develop opportunities to spark innovation in technology or product service delivery or process improvements.

SPECIFIC ACCOUNTABILITIES
1. Prime accountability for demand generation in the B2B market inside and outside of Saskatchewan. Responsible to generate demand that turn into qualified leads for the sales channels.
2. Helps achieve in-year access and revenue targets for business products and services, and ensures the success of the Marketing plan as it relates to the Business Market. Develops and implements go-to-market strategies, and growth & retention campaigns.
3. Responsible to maintain the analysis of the competitive B2B market and lead competitive market responses through coordination with Product Management and Advertising groups.
4. Responsible to enable the Sales Channels, including direct and indirect channels, with strategies, campaigns, lists, information, short-term incentive programs (SPIFF’s), and coaching to drive alignment between marketing strategies and channel activity.
5. Responsible to design, execute, monitor, and manage multiple B2B campaigns, including the development and analysis of campaign ROI targets.
6. Responsible to analyze data to identify opportunities to drive campaign ideas. Campaigns will deliver on the BS&S strategic priorities of growing customer share of wallet, new customer acquisition, customer retention, customer satisfaction and profitability.
7. Responsible to operationally manage marketing programs such lead/demand generation,
loyalty, referral and any other marketing-lead activation or retention-based programs.

8. Negotiates marketing Agreements with external parties, monitors performance of programs against business targets, and modifies budgets and/or programs when required. Ensures timely and accurate payment of invoices and contract obligations.

9. Works closely with the Advertising group to coordinate channel activity and events with market messaging and executions.

10. Acts as the liaison between Marketing and the BS&S Sales Channel to facilitate information flow between Marketing and the Channel.

11. Provides regular information to stakeholders regarding Business Marketing initiatives, plans, and activities. Provides expertise and information to senior management that will impact business strategy.

QUALIFICATIONS

1. Bachelor Degree in Business Administration/Commerce or equivalent marketing/commercial experience.

2. Prefer a minimum of 2 years demonstrated leadership in marketing, product management or sales. Must demonstrate knowledge of the B2B market segments and B2B marketing strategies and tactics.

3. Knowledge of and demonstrated ability to apply marketing concepts and principles, principally regarding marketing strategy and planning, channel enablement and go-to-market tactics.

4. Basic knowledge of technology: Broadband, Unified Communications & Collaboration, Legacy Telephony, Wireless, Cloud and Data Centre, Managed IT Services and Professional Services. Willingness and ability to learn.

5. Exceptional communication and presentation skills with a demonstrated ability to energize others. Very comfortable developing and delivering presentations to stakeholders, including senior leadership under significant time constraints.

6. Demonstrated experience developing and managing high-performing campaigns.

7. Demonstrated internal drive, ability to independently assess and analyze situations and independently develop workplans that drive opportunity and corporate value.

8. Demonstrated ability to lead cross-functional teams through the execution of strategic initiatives and tactics while maintaining focus and alignment.

9. Demonstrated financial acumen including budgeting, reporting, cost management, ROI tracking and profitability management.

10. Demonstrated ability to supervise, lead, coach, inspire and motivate multiple direct reports.

11. Ability to lead cross-functional teams in the integration of activities across the organization.

About SaskTel

SaskTel is the leading Information and Communications Technology (ICT) provider in Saskatchewan, with over $1.3 billion in annual revenue and approximately 1.4 million customer
connections including 639,000 wireless accesses, 289,000 wireline network accesses, 289,000 internet accesses, 114,000 maxTV subscribers, and 81,000 security monitoring customers. SaskTel and its wholly-owned subsidiaries offer a wide range of ICT products and services including competitive voice, data and Internet services, wireless data services, maxTV services, data centre services, cloud-based services, security monitoring services, advertising services, and international software and consulting services. SaskTel and its wholly-owned subsidiaries have a workforce of approximately 3,400 full-time equivalent employees (FTEs). Visit SaskTel at www.sasktel.com.

Thank you for your interest in SaskTel - we look forward to reviewing your application!