



## MCC Toronto

### Brand Manager

#### Education:

Bachelor's degree in marketing, or related field.

#### Years of experience:

5 – 7 years of experience in marketing, branding, or related field.

#### Salary:

\$100,000 to \$130,000 per year

The Brand Manager holds a pivotal role in steering the organization's marketing and branding initiatives, enjoying significant autonomy. Responsible for overseeing cost budgets and related centers, this professional is entrusted with the strategic development and evolution of the brand.

#### Required Knowledge:

- 5 to 7 years' experience in strategic marketing and branding.
- Proven track record of successful brand management.
- Strong understanding of marketing principles and practices.
- Familiarity with digital marketing strategies and platforms.
- Excellent communication and interpersonal skills.
- Ability to think creatively and strategically.
- Experience in market research and analysis.
- Proficiency in Microsoft Office Suite.
- Experience with MRP/ERP/CRM systems preferred.
- Exposure to international markets and events.

#### Brief Job Description:

- Develop and execute strategic marketing and branding initiatives.
- Manage and evolve the organization's brand identity and messaging.
- Collaborate with internal teams to ensure consistent brand communication.
- Develop and implement digital marketing strategies to enhance brand visibility.
- Conduct market research and analysis to identify trends and opportunities.
- Represent the brand at international fairs and events.
- Develop and maintain relationships with external partners and vendors.
- Monitor and analyze brand performance metrics.
- Prepare reports and presentations for senior management.

#### Responsibilities:

- **Strategic Leadership in Marketing and Branding:**
  - Develop and evolve the brand's strategic direction.
  - Manage cost budgets and related centers for marketing activities.
- **Collaborative Brand Messaging:**
  - Conceptualize and execute compelling marketing materials and campaigns.
  - Communicate and reinforce brand values internally and externally.



- **Effective Communication and Bridge-Building:**
  - Develop persuasive marketing presentations.
  - Act as a bridge between customers and internal teams.
  - Identify customer trends from digital channels.
  - Lead the Blog Team and develop that channel.
  
- **Digital Leadership and Market Adaptation:**
  - Develop and maintain the brand's online presence.
  - Implement inbound marketing strategies and optimize digital performance.
  - Be active in SoMe – Social Media.
  - Stay abreast of developments in technologies, sustainability, political landscapes, and vehicle legislation.
  
- **Product Integration and Presentation:**
  - Participate actively in the product planning process.
  - Ensure alignment of products with overarching marketing strategies.
  - Maintain accurate information on websites and create customer-oriented product presentations.
  
- **Competitor Analysis and Strategic Insights:**
  - Follow up and compile information on competitor product features.
  - Provide strategic insights to shape organizational product and marketing strategies.
  
- **Global Representation and Visibility:**
  - Represent the brand at international fairs and events.
  - Foster global visibility and position the brand as an industry leader.

## Competence requirements:

- Knowledge in Marketing
- Good communication skills
- Team player
- Embracing Digital Technology – active presence on LinkedIn
- Fluent in English, additional languages an asset.
- International experience

Position available immediately.

To apply, please email Nancy Barrett at [nancy.barrett@mcc-hvac.com](mailto:nancy.barrett@mcc-hvac.com)

Mobile Climate Control encourages applications from all qualified candidates. Please contact Nancy Barrett at [nancy.barrett@mcc-hvac.com](mailto:nancy.barrett@mcc-hvac.com) or 1-905-482-2750 ext. 1266 or Cell: +1-647-405-6651 if you need accommodation at any stage of the application process or want more information on our accommodation policies.