

Position Description

Category Product Marketer – Hybrid Available

Position Summary

As a key member of the marketing team, the Category Product Marketer is focused on developing growth strategies and brand awareness across their assigned portfolio, while increasing market penetration, profitability and performance for each brand and product they represent. The Category Product Marketer is responsible for building and executing marketing plans and creative campaigns for integrated marketing initiatives across all marketing channels and acts as the CRD Marketing partner in all partner brand conversations.

This position reports directly to the CRD Marketing Director and is responsible for the Whitening, Hygiene and Endodontic product portfolios.

Accountabilities

1. Strategic Marketing Planning & Execution

- Develop the annual marketing plans, goals and objectives for the assigned category portfolio consisting of integrated campaigns across all marketing channels.
- Partner cross-functionally with Commercial team leadership, product managers and finance to develop key financial measurements for the products and brands in the portfolio to meet or exceed the business, sales, and margin targets, and provide direction on sales & purchase forecasts.
- Develop customer-focussed content and communication, based on customer insights, partner-supplied content, research, and competitive analysis; maintain a strong understanding of the competition and CRD's competitive positioning.
- Participate in the development of buyer personas and development of related scripts to support our sales and customer success teams during every part of the buying journey.
- Communicate effectively with both internal and external senior-level management to properly relay key features and benefits of new and existing products and services.
- Act as the Marketing Liaison to all brands in your portfolio and their respective marketing and product teams. Regularly attend partner business and sales meetings and participate in product training.
- Work in conjunction with other Marketing team members to develop the quarterly marketing calendars for your product lines, providing product focus, content copy and design direction.
- Co-ordinate annual competitive promotional pricing schedules in accordance with brand guidelines and competitive market pricing trends.

2. Creative Campaign Development and Delivery

- Assist and champion the development of creative ideas and concepts for marketing tools delivered across traditional and digital marketing channels.
- Work in conjunction with other Marketing team members to develop the quarterly digital marketing calendars for your product lines, providing product focus, content copy and design direction.
- Co-ordinate annual competitive promotional pricing schedules in accordance with brand guidelines and market trends.
- Write, edit or curate supplied content and provide copy-editing and message positioning assistance to technical and clinical content developers.
- Work with internal and external designers to deliver consistent on-brand supporting visuals for use across all channels, in various formats.
- Develop and maintain website product page content and catalogues for all portfolio products.
- Develop and maintain educational content for internal team training purposes, in cooperation with our Clinical Advisor leadership, and inside education and clinical resources.
- Manage and monitor all portfolio product promotions and performance in the ecommerce sales channel utilizing our web commerce platform, Shopify Plus.

3. Analytics & Analysis

- Utilize various analytics tools to define, track and monitor customer segments for the delivery of a more personalized and relevant customer experience and offer set.
- Working closely with the Digital Performance Manager, develop a set of Key Performance Indicators to track the success of individual marketing programs or campaigns.
- Regularly audit portfolio product's page performance across product websites, online catalogues, and in search engine results.
- Lead quarterly business review meetings on portfolio performance with the stakeholders across the greater commercial team, including sales, marketing, customer service and product management.

4. Education/Training


- Participate in quarterly (MPE) dental product, technique, and sales training sessions.
- Keep current with dental industry (our products and other competitor's products entering the market) as well as with the various dental techniques and terminology as it relates to products in the assigned portfolio.

5. ISO Procedural Knowledge

- Applicable job-related ISO Procedures as outlined in the ISO training matrix. All ISO training is maintained and administered by the ISO Management Representative.

Qualifications:

- Minimum 4 -6 years experience in a marketing, product marketing, digital marketing, product management or brand management role.
- Strong digital acumen with proven proficiency using social media platforms, content management systems, and paid ad platforms (social and PPC). Familiarity with ecommerce platforms a plus.
- Effective organizational and project management skills, with strong analytical expertise.
- Ability to multi-task, prioritize, problem solve and to work within deadlines.
- Exceptional written and verbal communication skills with proven proficiency in copyediting.
- Marketing savvy, and interest in working as part of a creative marketing team to deliver integrated marketing campaigns.
- The ability to work well and build co-operative relationships with people at all levels.
- Demonstrates integrity and ethics; sets a great personal example.

Prior Revision Dates: June 1, 2020, Jan. 2021, and March 2021.	Revision No: 00, 01, and 02
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