



Product Marketing Manager - Connectivity

PHOENIX CONTACT Ltd.
8240 Parkhill Drive
Milton ON L9T 5V7
Phone: 800.890.2820
www.phoenixcontact.ca

Location: Milton, Ontario, Canada

Connectivity is a functional area of focus which include Terminal blocks and sensors/actuators cabling. The quality of the connection in the control cabinet is critical for our customers (OEM, Panel Shops...etc.) and Phoenix Contact is dedicated in providing the best quality termination on the market.

The Product Marketing Manager (PMM) responsible for this line will develop effective marketing strategies and plans to communicate the features and benefits of existing and new products to the Canadian market.

The PMM will handle market research on current trending products, establish market launch plans for upcoming products, influence pricing, guide sales teams, develop messaging and market positioning around products.

The PMM reports to the Marketing Manager, ICE and works with HQ team members in Germany to ensure that Canadian marketing plans meet local and global objectives.

POSITION RESPONSIBILITIES

- Continuously develop a knowledge and understanding of the local market(s) and select the products from the portfolio which are applicable, and which will best help in achieving the sales budget.
- Recommending pricing strategies and providing direction to align sales with optimum Value Selling Proposition
- Increase brand positioning and presence through point of purchase displays at our distribution network.
- Communicate the vision and value of new products to the sales team and develop sales tools that facilitate the selling process.
- Build brand (portfolio) awareness by supporting the Marcomm team with content for digital marketing and trade publication use.
- Continually develop the knowledge and understanding of the technical aspects of the product portfolio, the advantages (value) and what differentiates the products over those of the competition.
- Collaborate with the Product Marketing team to coordinate on product campaigns (COMPLETE line).
- Support our sales team with customer visits for new product introductions, special projects and/or technical application support.
- Participating and/or presenting at trade shows and other company/customer events



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QUALIFICATION REQUIREMENTS

- University degree and/or College Technician/Technologist, or Marketing
- Minimum of 5 years of experience in Marketing and Sales of Industrial Components
- Excellent communication, analytical and presentation skills
- Excellent understanding of the customer decision process and key drivers
- Understanding of the Industry Market Segment
- Knowledge of Phoenix Contact Connectivity products an asset
- French speaking is an asset.

ESSENTIAL JOB REQUIREMENTS

- Attendance in accordance with company policies and participation in local, regional, and (inter)national meetings
- Must be able to travel overnight as required
- Must have a valid driver's license

We are offering an attractive remuneration package, employee benefits and the opportunity to contribute to a fast-paced growing company with dynamic leadership and a history of growth and profitability.

Awarded one of Canada's Best Workplaces, we recognize people as our most valuable resource. We are an equal opportunity employer.

To apply for this position:

Interested candidate may reply in complete confidence by submitting a resume with a summary of achievements to the **HR Mailbox** at pxcca-sm-hr@phoenixcontact.com

We appreciate your interest; however only candidates selected for interviews will be notified.