

ROLE PROFILE

Title:	Product Marketing Coordinator
Function:	Product Marketing & Pre Sales
Reports To:	Manager, Product Marketing & Pre Sales
Location:	Toronto
Type:	Full-Time

Role Description

The Product Marketing Coordinator will generate insights from market research of competitors and their own understanding of the Retail and Marketing Technology landscape. Your success in this role will come from your ability to grasp Exchange Solutions' products value proposition and use that to formulate marketing programs that resonates with prospective buyers and existing clients. Working with the Manager, Product Marketing & Pre Sales, you will use your strong organizational and communication skills to manage and deliver projects to various stakeholder groups within Exchange Solutions, notably our Sales, Marketing, Product Development and Account Management teams.

Primary Responsibilities

- Research and understand our perspective retail clients, documenting and analyzing their objectives/challenges as well as how they are responding to trends using marketing technology or other means.
- Research and understand the competitive landscape; maintain a detailed record of our competitors' product offerings and marketing strategies. Know where our competitors are and where they're headed.
- Gather retail buyer intelligence through collaboration with sales and marketing and participate in the creation of marketing strategies.
- Collect, synthesize and maintain research in an organized way. Summarize and deliver key findings to internal stakeholders using written reports, presentations and other forms of communication.

- Provide insight and input into the ESI product prioritization process. Including contributing to the conceptualization, validation and marketing of new products and product features for our roadmap.
- Be a subject matter expert on ESI's product portfolio, including understanding key features/functionality, differentiation and marketing strategy.

Capability Requirements – education, skills & experience

- Post-secondary education with a degree in business, economics or marketing.
- Minimum of 3 years relevant experience in an Analyst, Research, Marketing Coordinator capacity within a professional services firm, or a technology firm.
- Knowledge of and experience for or within a Corporate Retail space would be a definite asset.
- Proven research skills and ability to consume mass amounts of information from disparate sources, distill out key insights, and report findings in both written report and presentation format.
- Proficient user of Microsoft Office (Word, Excel, PowerPoint), collaboration and CRM tools (such as Slack and Salesforce) and networking tools (such as LinkedIn).
- Has high comfort and aptitude for learning new software.
- Knowledge of, and experience with, customer relationship management (CRM), Loyalty, ecommerce or other marketing personalization systems would be a definite asset.
- Exceptional interpersonal and communication abilities, able to work across all levels of the organization
- Proven ability to understand requirements and work both independently and within a dynamic project team/matrix environment.
- Strong time and personal management skills are essential.