



North/Northeast Regional Marketing Manager

Job Description:

CertaPro Painters, the largest residential and commercial painting company in North America, has a world-class marketing team located throughout the United States and Canada. Working directly with the Vice President of Marketing, the Regional Marketing Manager is responsible for overseeing the creation and adoption of franchisee integrated marketing programs. This includes customized strategies for individual franchisees and local co-op structures. The successful applicant will manage educational opportunities to help the franchise system effectively learn how to leverage marketing best practices and grow their locally-owned residential and commercial painting businesses.

The Regional Marketing Manager will actively develop fruitful relationships with franchise owners, vendors, strategic partners and corporate teams. This individual must have demonstrated experience in achieving a high level of teamwork and relationship building. Excellent verbal and written communications skills are essential.

As part of a results-driven organization, the Regional Marketing Manager will consistently track performance of marketing programs and provide an analysis to guide current and new strategies. It is imperative for applicants to have experience in establishing solid goals, analyzing real-time results, and forming recommendations from data points. Candidates must possess strong analytical skills and the ability to effectively problem solve. Experience working with Microsoft Excel and PowerPoint is required.

Due to the ever-changing marketing field, the position demands a creative candidate who has previously shown the ability to assertively lead and meet established goals while working in both team and independent environments.

Primary Responsibilities:

- Manage established digital, mass media, WOM, print, and local branding programs for franchisees and co-ops to adopt.
- Strategically consult franchisees on marketing programs and provide data to validate recommendations.
- Create training programs to inform franchisees of opportunities to market their local businesses.
- Work with vendors to provide franchisees with the most effective marketing solutions.
- Establish North/Northeast region goals with broader team and track/report performance.
- Keep a pulse on marketing trends and explore conducting new program tests with franchisees.
- Serve on special teams as a marketing expert.
- Play an active role on the Brand Marketing Advisory Board.

Requirements:

- College degree in the discipline of Marketing or a related field with 4+ years of professional experience.
- Experience working in a franchise environment / with franchise based organizations
- Past experience with cross border Canadian and US programs/operations/clients
- Ability to travel 5-8 nights per month.
- Must be based in Canada or close to the Canadian border
- Excellent verbal and written communications skills.
- Analytically proficient.
- Must demonstrate keen problem-solving skills, ability to effectively influence others and excellent customer service skills.

Qualified candidates should send a cover letter and resume to Valerie Kinney, vkkinney@certapro.com.