



Every moment of every day, people all over the world turn to Panasonic to make their lives simpler, more enjoyable, more productive and more secure. Since our founding almost a century ago, we've been committed to improving peoples' lives and making the world a better place—one customer, one business, one innovative leap at a time. Come join our journey.

Currently, Panasonic Canada Inc. is seeking a **Marketing Manager, Security and Public Safety**.

A subsidiary of Panasonic Corporation of North America, Panasonic Canada Inc. (PCI) is a leading technology provider to businesses, government agencies and consumers across the region. The company leverages its strengths in Living Spaces, Immersive Entertainment, Sustainable Energy, Automated Supply Chains and Connected Solutions to provide secure and resilient integrated solutions for B2B and B2G customers. Panasonic was highlighted in **Forbes Magazine's** Global 2000 ranking as one of the Top Ten Best Regarded Companies for 2017. The ranking is based on outstanding scores for trustworthiness, honesty with the public and superior performance of products and solutions.

THE OPPORTUNITY:

Marketing Manager, Security and Public Safety, reporting to the Manager, Marketing Operations, the Marketing Manager is responsible to develop and implement marketing strategies for assigned brands, to achieve sales, profit, inventory and other business plan objectives.

CORE RESPONSIBILITIES:

- Reviews purchase, sales and inventory levels, pricing, operating margins, and costing for assigned products and ensures ongoing business plan objectives are met.
- Ensures products or services are marketed within budgeted objectives to maximize profit and sales volume.
- Directly conducts price negotiations with factory, sets market pricing and discount structures. Prepares division budget for assigned products, and assists with business plan development.
- Researches and analyzes market trends and conditions affecting assigned products or services such as economic and demographic trends, competitor information, dealer profiles, existing PCI sales coverage, market size and penetration, marketing practices and sales trends.
- Liaises regularly with factories in Japan and elsewhere regarding pricing and product information, and new products under development. Considers applicability to Canadian market place and develops and recommends marketing and cost proposals for senior management review and approval.
- Upon approval, implements marketing programs including communication to PCI's sales force, dealers, and distributors.

A Better Life, A Better World



- As required, works with internal Corporate Marketing departments or directly with communication agencies to develop and implement digital campaigns, graphic designs, television, radio and publishing media, or for use in packaging, displays, brochures or other marketing information.
- Develops contests, co-op advertising opportunities.
- Conducts customer presentations when required.

SKILLS & ABILITIES REQUIRED:

- Requires a University or three-year College degree in Business Administration or Marketing, plus a minimum of 7 years related marketing experience.
- Requires superior working knowledge of Microsoft Excel, in addition to Word, PowerPoint, and Outlook. Plus extensive research experience via the internet.
- Work performed requires superior analytical skills, complex problem solving and particularly the analysis of competitive activity and pricing strategies.
- Work performed requires detailed strategizing related to potential promotional opportunities for improving market share.
- The incumbent will be required to establish rapport, and discuss detailed information, with factory liaisons, dealer sales force, PCI sales force, advertising agency, Customs and Transportation, Corporate Marketing, suppliers, and internal staff. Requires refined people skills and the ability to effectively influence management to grant formal approval of promotional initiatives.

WHAT WE OFFER:

Panasonic Canada Inc. offers competitive compensation and benefits including a pension plan and a group RRSP, great work/life balance program, professional development opportunities and the chance to work for a world class organization.

Panasonic Canada Inc. is committed to diversity and equity in our workforce.

Panasonic Canada Inc. has an accommodation process in place and provides accommodations for job applicants with disabilities as appropriate. Assessment and selection materials and procedures can be made available in accessible formats and methods as appropriate. If you require a specific accommodation because of disability or medical need, please let us know when selected to take part in our recruitment process so that reasonable arrangements can be made for the appropriate accommodations to be in place as you move through our process.

We thank you for your interest in working for Panasonic Canada Inc.. Only candidates selected for an interview will be contacted.

Please apply by email at HR@ca.panasonic.com

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