

Director, Marketing

Location: Waterloo, ON

Employment Type: Fulltime

Start Date: Immediate

The Kraus Group is one of the largest integrated carpet and flooring manufacturers and distributors in North America with facilities throughout Canada and the USA and is currently recruiting for a Director, Marketing to join our team in our Waterloo, ON office.

Job Purpose

The role of Director, Marketing is focused on independent dealer buying program (Infinity), enhancing its offering and member retention, and improvement of sales results of that network. The role is also focused on customer engagement events (i.e. dealer retreats, trips, mill tours) as well as the dealer council. The Director is also responsible for customer support vehicles (marketing, promotional calendar and co-op for dealers) and the merchandising and marketing of Kraus Flooring products through our entire dealer network. Overall, the role serves as the conduit of customer engagement, product marketing and customer support for Kraus Canada and Kraus USA.

Duties and Responsibilities

- On-going evaluation and modification of the Infinity dealer program designed to retain members, and attract new participation, and to improve total sales and margin results
- Develop and organize dealer engagement trips, monitor costs, and measure the financial cost/benefit return for Kraus Flooring
- Manage and evaluate the national promotions, products included, pricing/margins, and the internal co-ordination with supply chain, customer service, finance, marketing, and samples
- Ownership of all facets of Wall to Wall points program, its' promotion, cost containment and evaluation, and participant reward options
- Manage our Mill Tour process and co-ordinate semi-annual events for our dealer network as well as individual sessions for specific customers
- Manage the Dealer council program with monthly communication and annual feedback/business improvement sessions
- Drive our merchandising strategy for products within the Canadian and US dealer network and co-ordinate requirements and improvements with Kraus Corporate

Qualifications

- Post-Secondary Education in Business, preferably Marketing designation or related field
- Exceptional communication and interpersonal skills; innovative, resourceful and results oriented
- Must be a creative and effective leader, possessing a high degree of professionalism, sound human resource and administrative skills
- Background in the development & execution of business, marketing and sales plans and operating budgets
- Demonstrated knowledge/experience in advertising and promotional activities
- Strong organizational skills and be detailed orientated

- Computer literacy required, including proficiency in Excel and Word
- Must have strong project management, analytical skills, and independent drive to acquire new knowledge
- Working knowledge of data mining principles; predictive analytics, mapping, collecting data from multiple data systems
- Proactive and able to continuously manage change in an extremely fast paced, energetic work environment
- Leadership and coaching skills; outstanding communication and problem-solving skills

To Apply, please send your confidential application to careers@krausflooring.com.

Check out our website at www.krausflooring.com

The Kraus Group of Companies embraces diversity and is committed to creating an inclusive workplace. Our goal is to attract, develop and retain highly talented employees from diverse backgrounds, allowing us to benefit from a wide variety of experiences and perspectives. In accordance with the Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act, 2005, accommodation will be provided at any point throughout the hiring process, provided the candidate makes their accommodation need known to Kraus. We welcome application from all qualified persons.