



Brand Marketing Specialist

Channel Zero Inc. (CHZ) has a full-time opportunity for a Brand Marketing Specialist. We are seeking a strategic and results-driven marketer to connect our brands with their target audiences through marketing campaigns, and to support the achievement of Channel Zero's revenue goals within the B2B landscape.

The Brand Marketing Specialist position offers a hybrid work arrangement, combining remote work with at least one in-office day each week. Channel Zero has two office locations: 2844 Dundas St. W in Toronto (Junction neighborhood) and 4 Innovation Drive in Dundas, ON (Clappison's Corners, Hamilton). Access to a vehicle is encouraged.

Job Summary:

Reporting to the Marketing Manager, the Brand Marketing Specialist is responsible for implementing marketing campaigns that drive measurable results for Channel Zero's roster of brands, including: *Channel Zero Corporate, CHCH TV, Rewind, Silver Screen Classics, Quat Media, Brant Beacon, Channel Zero Studios, & Parrot TV.*

This role will assist with Channel Zero's Marketing Plan and operate in several key areas, both B2B and B2C: Lead Generation; Go-To-Market Campaigns; Event Marketing; and Corporate Branding.

The ideal candidate will possess an understanding of marketing strategies, excellent storytelling abilities, and a track record of developing impactful marketing campaigns that resonate with both consumer and business audiences. You also have to be really good at getting stuff done.

Essential Duties and Responsibilities:

Develop B2B Lead Generation Strategies for Channel Zero brands

- Collaborate with Marketing Manager & Sales VP to ideate and execute tactics for new business development
- Design, implement, and optimize marketing tactics across various channels, including email marketing, digital advertising, case studies, pitch decks, LinkedIn content and more
- Conduct thorough market analysis to identify trends, competitor positioning, and client needs, using insights to inform marketing strategies
- Represent department in meetings with internal brand stakeholders, working with Marketing Manager to develop strategies to solve complex issues

Implement Go-to-Market Campaigns for Channel Zero brands

- Collaborate with Marketing colleagues to execute Go-to-Market elements of the Marketing Plan (TV, Digital, Email, Contra & Paid Media, Community Engagement, Affiliate, and Public Relations)
- Create clear and concise creative briefs that give clear direction for Creative Services and Editing teams to develop original, cutting-edge video and multimedia advertising
- Collaborate with Marketing, Creative Services, Editing and Sales colleagues to leverage these campaigns across the organization - from concept design and through campaign execution, to media placement, optimizing, and reporting
- Cross-train to support fellow Marketing colleagues in Promotions & Communications roles

Support Event Marketing for Channel Zero brands

- Assist in planning and executing industry and consumer events (TV industry upfronts, Chamber of Commerce & networking events, conferences, product launches)
- Consult with internal brand stakeholders on event objectives, budgets and timelines



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- Develop to-do lists and workback schedules, including event itineraries for all stakeholders
- Lead day-of event coordination including set-up, arrival of vendors, staff, guests, rehearsal, event itinerary, and tear-down

Assist with Channel Zero Corporate Branding strategy:

- With Marketing Manager, ensure written and visual brand messaging is aligned on all Channel Zero corporate assets, including:
 - Internal Assets: Business Cards, Stationary, In-Building Signage
 - External Assets: Pitch Decks, Websites, Email, Social Media
- Participate in data/research activity and share recommendations

Other duties as assigned

Qualifications:

- 3-5 years of related Marketing experience, preferably within the digital media industry
- Strong understanding of B2B marketing strategies, including lead generation and content marketing
- Excellent written and verbal communication skills, with a talent for crafting compelling narratives for business audiences
- Strong presentation and negotiating skills, combined with the ability to prioritize, multi-task and work under pressure of deadlines and last minute revisions
- Good judgment and resourcefulness to solve problems. Open, flexible and able to take direction
- Proficiency in presentation building (PowerPoint, Google Slides, Canva, or equivalent)
- Proficiency in digital content publishing (Wordpress, Mailchimp, Nativio, LinkedIn & Social Media)
- Knowledge of marketing analytics tools (Salesforce, Google Analytics, or equivalent) an asset
- Must be able to commute to one of both of our in-office locations and to comply with our corporate work in office policy as it evolves. Access to a personal vehicle is required.

Quoting ref# CHZ-MBS-2024-10, please send your résumé with cover letter and salary expectations, in confidence to: careers@chz.com (no phone calls please)

Channel Zero Inc. is a member of the Channel Zero group of companies and along with its subsidiaries, affiliates, and related companies is dedicated to diversity in its workforce. We are committed to attracting, developing and retaining qualified individuals from typically underrepresented groups; candidates may elect to self identify as a member of a designated group. We want to reflect the diversity of the many communities that we serve, and thus provide a safe and equitable opportunity for all. Please note that all qualified candidates are encouraged to apply but applications from Canadians and permanent residents will be given priority. We thank all applicants for their interest; however, only selected candidates will be contacted. No telephone calls or agencies please. **If you require accommodations at this or any stage of the recruitment process, please inform us as soon as possible by sending an email to careers@chz.com**

About Channel Zero Inc.

Channel Zero is an independent Canadian media company that owns over-the-air channel CHCH-TV and specialty channels Rewind & Silver Screen Classics. Channel Zero's digital sales agency Junction Digital offers advertisers marketing solutions on our owned and operated websites and social media platforms and beyond, via our trading desk. The film division of Channel Zero features Quat Media, an Academy Award® winning film sales and distribution company, and Channel Zero Studios, a creative production arm that brings scripted and unscripted projects to life with innovative partnerships. Channel Zero's head office is located in Toronto. For more information, please visit chz.com.



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