



Marketing and Promotions Specialist

(Mat Leave Coverage)

Channel Zero Inc. (CHZ) has an opportunity for a 1 year contract (Mat Leave Coverage) for a Marketing & Promotions Specialist. This role has flexible work options, including working out of our Channel Zero location at 2844 Dundas St. W, our Hamilton office at 4 Innovation Drive, Dundas, ON (Hwy 5 & Hwy 6, Clappison's Corners), and/or to work remotely from home at Channel Zero's sole discretion.

Job Summary:

Reporting to the Marketing Manager, the Marketing & Promotions Specialist has responsibility for developing Marketing & Sponsorship Packages for external clients, managing customer and viewer loyalty programs and supporting ongoing Marketing and Communication activities across all Channel Zero brands.

This position works closely with the Marketing, Sales, Traffic, & Creative Services Teams and at times with external clients, so work from our in-office locations should be expected, with remote or work from home options available to round out the work week. Occasional off-site client meetings are also a component of the role so access to a personal vehicle is needed.

Essential Duties and Responsibilities:

- Develop Promotional Advertising & Sponsorship Packages for clients that go beyond the traditional commercial spot or billboard
- Leverage the full suite of Channel Zero properties within these Promotional Packages, including:
 - Television (CHCH, Rewind, Silver Screen Classics)
 - Channel Zero Social Media, YouTube, and Smart Speaker platforms
 - Digital (owned sites or sites we represent) plus digital exchange and amplification strategies sourced via Junction Digital
 - CHCH Street Team and Contesting
 - Live Broadcast integration, Lower Thirds, Multi Zone
 - New Broadcast locations and opportunities created in the new CHCH Innovation Drive complex
 - And more options, products and services as we continue to evolve and grow
- Price each package with profitability in mind using information gathered from Sales and Creative Services
- Support the Sales Team by developing Marketing and Promotional decks and other materials to help drive media sales
 - Participate in client sales meetings and calls as called upon and provide support as necessary
- Implement these promotions across the organization - from concept design, through campaign execution, media placement, right to the point of invoicing
- Work with the Marketing Manager to collaborate and prioritize project work flow in the Creative Services department to ensure timely delivery of all projects for both internal and external stakeholders. Use other resources such as Toronto Editing department or Freelancers as necessary
- With Marketing Manager, contribute to and develop ideas to elevate Marketing and Communications strategies across all Channel Zero brands



- Communicate new Marketing & Promotions initiatives internally
- Other duties as assigned

Qualifications:

- Strong presentation and negotiating skills, combined with the ability to prioritize, multi-task and work under pressure of deadlines and last minute revisions
- Excellent organizational skills and the ability to work in a fast paced, deadline driven environment
- Good judgment and resourcefulness to solve problems. Open, flexible and able to take direction
- Demonstrate initiative and leadership, able to work unsupervised and as part of a team
- A self-motivated and enthusiastic desire to succeed
- Excellent interpersonal and communication skills
- Able to commute to our in-office locations, plus attend occasional client meetings throughout the GTHA
- Access to a personal vehicle
- Experience in presentation building through PowerPoint, Google Slides, or equivalent
- Knowledge of Salesforce Sales Cloud is an asset
- Broadcast television experience is an asset

All employees are required to be fully vaccinated with a COVID-19 vaccine series. The company requires proof of vaccination of all employees. Accommodations will be given due consideration for mandatory exceptions.

Quoting ref# MPS-2021-11, 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 an equal opportunity employer dedicated to diversity in its workforce. 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.

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 Ouat 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.