



JOB TITLE: Product Marketing Specialist
DURATION: Full-Time, Permanent
REPORTS TO: Director, Sales, and Marketing CMP

SALARY RANGE: starting at \$64,000 plus commissions.

OUR COMPANY:

Yamaha Canada Music Ltd. (YC) is the leading brand in music performance, music education, and development of the musical products market in Canada. Established in 1969, YC has established our presence and market share with high quality products in conjunction with our high-quality people and programs that have earned us the status as a trusted partner in music and education.

SUMMARY:

The Product Marketing Specialist will own the upstream portion of a product's journey to market by leading the positioning of the product and the development of a go-to-market strategy to ensure the product is set up for success. Product Marketing leads the ongoing management of the products in the category by recommending and establishing effective and competitive pricing, monitoring product performance, and managing the overall product lifecycle in our market.

The key responsibilities of the Product Marketing Specialist include but are not limited to:

- **Develop product positioning and messaging** that maps to the overall Yamaha Canada product category marketing strategy.
- Market intelligence – **be the expert on your buyers, how they buy and their buying criteria; be the expert on your competition and how to differentiate from them.** Ensure sales growth through effective channel strategy and product positioning, pricing, and distribution.
- **Demand generation** – develop Yamaha product Go-To Market strategies for assigned product category to create customer demand and preference for Yamaha products.
- Planning - **plan monthly production forecasts to support sales objectives and appropriate inventory levels in the sales channel** to ensure product is ready for market. Review and assess YC's product category supply chain.
- **Performing and demonstrating** – The ability to perform on keyboards for the purposes of demonstrating capabilities and training basic to advanced features and demonstrating ongoing self learning and development to be able to match features to musical outcomes for various customer types.
- **Ensure that Marketing, Sales, and Customer Service teams (and other relevant internal stakeholders) understand the category's product functions and features in support of overall product education objectives and successful product life cycle management.**
- Artist Relations – **Establish and maintain formal and informal relationships with influential artists to conduct market research, product R&D, create demand, and create visibility for Yamaha products.** Review the artist roster to ensure appropriate coverage of genres and geography are covered.
- Customer/technical Support – **Respond to consumer pre-purchase and post-purchase support inquiries** using CRM system with the support of other technical support agents.
- **Manager and maintain product presence on B2B and B2C web sites** to optimize consumer and dealer demand.

To be successful in this role you will possess the following:

- Demonstrates success influencing and leveraging research & development / product development within a consumer products organization to expand breadth and/or depth of a product line.
- Demonstrates success translating product specifications into end-user features and benefits.

- Experience presenting product information to a broad audience, up to and including senior leaders in an organization.
- Experience collaborating across multiple geographies and cultures.
- 10+ years of product marketing experience with at least 2 years experience in a field facing role.
- Post Secondary diploma or degree in Business Administration or Sales & Marketing is required.
- Deep understanding of musical instruments, and music technology as they pertain to product category is preferred.
- Ability to travel ~25% of the time across Canada or Internationally is required.
- Previous experience using SAP, SalesForce.com or any CRM software is nice to have.

Yamaha Canada Music Ltd. is an equal opportunity employer. Qualified applicants will receive consideration for employment without regards to race, color, disability, religion, gender, gender expression or national origin.

We will provide equitable treatment and accommodation to ensure barrier-free employment, in accordance with the Accessibility for Ontarians with Disabilities Act, a request for accommodation will be accepted as part of the company's hiring process.

If you are invited to participate in an assessment process, kindly provide your accommodation needs in advance. Please be advised that you may be requested to provide medical/other documentation to Human Resources to ensure that appropriate accommodation is provided to you throughout the hiring process. If you are an individual with a disability and you need assistance or an accommodation during the application process, please kindly let us know when submitting your application.

We would like to thank all applicants however only those under sincere consideration will be contacted.

To apply for this position, please send your resume to jobs@yamaha.ca.