

Director, Marketing

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183 Michael Cowpland Drive, Ottawa, ON

Hybrid work

\$100,000–\$150,000 a year - Full-time

Location

183 Michael Cowpland Drive, Ottawa, ON

Full job description

Are you looking to take your career to the next level with a fast-growing Canadian company? Are you comfortable working with incredibly smart and driven people that challenge each other to be better? If you're looking for a rewarding new career growth opportunity and inherently embrace all of these things, read on. You might be a great fit with the team!

Reporting to the CEO, the **Director of Marketing** will be responsible for all Marketing planning, execution, pipeline generation and assigned revenue growth. The candidate must be an experienced “go-to-market” leader with growth hacking in their DNA and has demonstrated that they know exactly what is needed to successfully scale a B2B SaaS company. We are seeking a collaborator to work closely with our Sales and Product Management Teams, who is highly driven with strong data and analytical skills and, has a consistent track record of success conceptualizing, planning, and executing campaigns that drive measure ROI and business outcomes.

The preferred candidate will live in the greater Ottawa area and has the ability to occasionally travel, both domestic and international, to support tradeshow and events as required.

What you will be doing:

- Partner with the leadership team and functional areas to understand and set the marketing strategy with specific focus of building and running a predictable and scalable revenue engine
- Develop and manage Marketing and Demand Generation plans and operations across channels including campaigns, execution, and reporting & analysis
- Coordinate with Product and Sales teams to prioritize and develop integrated campaigns, determine best channels for each product/campaign/piece of content
- Develop inbound/outbound lead generation strategy for digital and offline channels including SEM/PPC, Social, Display/Re-targeting, Events, Webinars, Websites/SEO, Review Sites, Email, Associations, and Offline Channels

- Enhance and manage the marketing and lead management process to improve pipeline growth and conversion, including management of market research team to identify target accounts and prospects
- Create and manage web properties in coordination with the design and development teams to optimize our owned web properties for inbound marketing lead generation and conversion
- Own the relationship with Sales and Business Development teams to forge strong communication and service level agreements (SLA)
- Build and manage the Marketing Team around best in class systems (CRM, list building, campaign tracking, content management, etc.) and processes
- Work with Customer Success and Product Development teams to collect customer insights to drive current and future marketing initiatives
- Compile, interpret, and report key metrics tied to company growth, sales execution, and marketing activities
- Drive company vision, messaging and brand consistency in everything you do; help instill a growth-minded culture
- Manage overall Marketing Operations including the team, marketing budget, demand gen technology, reporting, and dashboards to demonstrate revenue impact and ROI
- Other duties as assigned.

What you will bring:

- Minimum of 5+ years of related marketing and demand generation management experience in B2B SaaS environments with a focus on digital marketing in a growth environment
- Demonstrated experience developing strategies and executing in multiple B2B marketing channels, including digital, content, events, partnership and social media
- Expertise in building, managing, and leading a first-class business – must have a solid track record of delivering demand generation targets in a fast-paced environment
- Experience in launching new products to market and playing a key role in establishing product market fit
- Strong with Account Based Marketing (ABM) techniques, digital and non-digital strategies such as outbound calling, email, social, webinars, events, etc.
- Proven ability to use analytics to identify and prioritize high performing marketing channels
- Experience balancing between SEO and SEM to drive demonstrable ROI (revenue, online presence, etc.)

- Subject matter expertise and demonstrated competency in marketing automation solutions including CRM's (e.g.: HubSpot/ Salesforce), list building (e.g.: ZoomInfo/ Discover.org), campaign automation, etc.
- Proven experience executing clearly defined long-term and short-term strategic marketing programs
- Exceptional team leadership & communication skills for working closely with sales, support, customers, media / external partners, and executive management
- An undergraduate business degree or equivalent
- You must have existing government authorization to live & work in Canada. Applicants currently not living in Canada will not be considered.

Job Type: Full-time

Pay: \$100,000.00-\$150,000.00 per year

Additional pay:

- Bonus pay

Flexible language requirement:

- French not required

Schedule:

- Monday to Friday

Education:

- Bachelor's Degree (preferred)

Experience:

- Marketing & Demand Generation related: 5 years (preferred)
- B2B SaaS Digital Marketing related: 5 years (preferred)

Language:

- English (required)

Location:

- Ottawa, ON (preferred)

Work Location: Hybrid remote in Ottawa, ON