

Role Profile

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| Title: | Marketing Manager |
| Function: Corporate B2B | Marketing |
| Reports To: | Director, Marketing |
| Location: | Toronto |
| Type: | Full-Time (12 month contract) |

Role Description

The Marketing Manager is responsible for supporting and successfully executing against all aspects relating to Exchange Solutions Corporate Marketing Objectives. The ideal candidate will oversee an engaging, performance driven brand marketing program that educates and inspires our target market as to the value Exchange Solutions has to offer.

Reporting to the Director of Marketing, the Marketing Manager will be innovative, data-driven and have foundational knowledge in brand marketing, advertising and digital acquisition. Proficiency in digital analytics is essential to understand, report on, and optimize budget to meet client acquisition and brand lift goals.

This role is ideal for an individual that balances creativity with performance, as well as strategy with tactical delivery. The ideal candidate will possess a holistic perspective of media (traditional and non-traditional) available to execute omni-channel campaigns that will appeal and connect with our target audience: Enterprise Retailers.

Primary Responsibilities

- Manage the day-to-day marketing delivery and planning for all company related marketing initiatives across a variety of channels
- Develop and implement the B2B marketing calendar across a wide variety of marketing channels such as print collateral, digital marketing, social media, events, sponsorships, content marketing, internal messaging, etc.
- Support the sales team to execute on sales funnel engagement initiatives, strategic partnerships alliances and networking opportunities

- Manage foundational analytics across an integrated platform of marketing initiatives and report on key performance metrics
 - Create compelling campaign concepts in support of lead generation and brand awareness goals; and in some cases develop the content associated with a campaign
 - Lead day-to-day project management of all marketing programs, including intake, and act as lead for all cross-functional marketing requests
 - Identify and use competitive research, market analysis, current audience data and innovative thinking to implement against strategy and program optimization
 - Provide detailed reports for the Director and supporting teams on campaign status, performance and insights
 - Develop comprehensive creative briefs that clearly articulate campaign goals, requirements and timelines for internal team buy-in and execution
 - Stay up-to-date with industry news, competitive advertising, and trends to share value-add knowledge across relevant internal teams
 - Assist on strategic projects including brand communications, consumer insights and brand lift studies
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- Implement and champion Exchange Solutions' brand guidelines
 - Investigate and recommend new platforms and marketing channels for lead generation opportunities

Capability Requirements – education, skills & experience

- Post-secondary education with a degree in Business or Marketing
- Must have a minimum of 3-5 years or more of related experience as a B2B Marketing Manager, either agency or client side
- Knowledge of, and experience with, a broad variety of marketing channels, including digital, mobile, print, live events, direct marketing
- Proven ability in demand generation in order to market sophisticated, technology-enabled solutions to a business audience
- Knowledge of customer behaviour, segmentation, and analytics systems
- Highly motivated self-starter with the ability to identify and develop new business prospects from multiple sources including inbound market leads, prospect lists, discovery and research.
- Detail oriented, creative thinker with strong story-telling skills and the ability to manage highly visible projects.

- Strong cross-functional leadership skills needed to coordinate teams of people to efficiently and effectively design and deploy creative, technology-enabled capabilities.
- Strong presentation, interpersonal and communication ability.
- Excellent computer skills including, Microsoft Office (Word, Excel and PowerPoint). Experience with CRM software plus experience with an email service provider/marketing automation tool.
- Ability to manage multiple projects from planning through to tactical execution across multiple functional teams.
- Results oriented; ensuring best-in-class marketing practices which impact business results.
- Ability to succeed in a fast-paced and challenging environment.