

JOB DESCRIPTION MARKETING DIRECTOR

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In this document, the masculine gender is used throughout as representative of both genders, without any intent to discriminate for the sole purpose of making the text easier to read.

ABOUT OUR CLIENT

Our client is a Collaborative Supply Chain expert present in 50 countries, thanks to its subsidiaries and network of partners. More than 5000 companies around the world use its SaaS solutions. With more than 500 employees around the world, the company provides customers daily support in their Supply Chain digital transformation. Its formula combines the capabilities of executing physical flows, dematerializing information flows and connecting companies to all their partners in real time.

SUMMARY DESCRIPTION

The Director of Marketing reports to the Chief Marketing Officer and the regional Chief Executive Office. He assumes the leadership, strategic orientation, and execution of the marketing function to ensure the company performance according to growth goals. The Marketing Director will be responsible for crafting the marketing strategy and oversee its execution through multiple layers including print, digital and expositions to create and enhance brand awareness and sales.

The Director of Marketing will be responsible for all marketing initiatives, as well as communication.

A - MANAGEMENT AND LEADERSHIP

- Partner with North American sales leadership team to build a plan that aligns with local goals and priorities in terms of demand generation and brand awareness;
- Manage all budgets and timelines related to marketing;
- Be accountable for ROI of marketing programs: track program results, measure program success and reporting metrics via sales and marketing automation systems;
- Develop benchmark criteria to measure the effectiveness of marketing programs;
- Implement programs to ensure attainment of a business plan for growth and profit;
- Work as part of the international marketing team to adopt and share best practices;
- Work with strategic partners to develop joint marketing plans and campaigns and evaluate the marketing performance of partners.

B - MARKETING STRATEGY

- Initiate, develop and oversee the execution of brand architecture to define the key elements of the brand's positioning and marketing strategy, that drive market interest and loyalty (case studies, e-books, blog articles, PR, market studies, infographics, motion design, etc.)
- Provide leadership in creating, managing and executing all marketing strategies (Digital Marketing, Social Media, Web, Field and Channel Marketing) and implement tactical plans that meet and exceed company expectations;
- Define and execute content and data-driven marketing activities and programs to drive pipeline generation and awareness for the North American market (inbound and outbound);
- Develop launching programs of new collections and monitor the results;

- Develop all promotional and communication tools for the sales team;
- Organize the participation to main industry trade shows.

C - COMMUNICATION STRATEGY

- Contributes to the development and implementation of the annual communications plan;
- Ensures all communications are aligned with the company brand;
- Ensures use of communication standards related to branding and operating processes;
- Creates, writes, edits and proofreads key messages, speeches, briefing notes, media releases, as required;
- Provides communications support for annual events.

PROFESSIONAL QUALIFICATIONS

- A minimum of 10 years marketing experience, specifically with a background in B2B Field Marketing;
- Ability to translate business needs into marketing programs and pipeline;
- Strong understanding of demand generation fundamentals and best practices to drive success, including a focus on metrics tracking and results;
- Excellent oral and written communication skills (English & French);
- Proven ability to develop relationships and communicate with all levels of the organization Marketing automation and CRM experience is required (Marketo, SFDC);
- Enterprise software, BI or SaaS experience background is a plus;
- Have end-to-end, hands-on approach to marketing activities and programs;

- Budget management experience.

PERSONAL SKILLS

- Ability to manage multiple and complex priorities with demanding timeframes;
- Dynamic and passionately committed to meet and exceed goals;
- Well-organized individual with an entrepreneurial spirit, who understands business issues;
- Creative, out of the box thinker;
- Ability to maintain excellent interpersonal relation
- Ability to articulate a vision and strategy in a way that inspires and motivates a team.

EDUCATION

- Bachelor's degree in marketing, business management, or equivalent experience.

INFORMATION

Should you require any further information, please contact us:

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Leaders International specializes in the recruitment of Board of Directors, leadership succession and executive level positions. Our global network, **Penrhyn International**, is a world leader in the executive recruitment industry, with more than 47 offices in over 25 countries on 5 continents.