



DESIGNS & EQUIPS MISSION CRITICAL OPERATIONS

Calgary, AB ---- Canada Only - Req# 1235

**TITLE:** MARKETING MANAGER  
**LOCATION:** CALGARY, AB  
**PRIMARY VERTICAL FOCUS:** ALL  
**DEPARTMENT:** MARKETING  
**DEPARTMENT CODE:** 50  
**REPORTS TO:** DIRECTOR MARKETING

**PRIMARY ROLE:**

The Product Marketing Manager is responsible for bringing our product to life digitally and will work closely with the Director of Marketing to help elevate Evan’s industry leadership and competitive positioning to the next level. The Manager is a critical contributor to core go-to-market activities and ongoing product success throughout the customer journey.

**ESSENTIAL DUTIES & RESPONSIBILITIES:**

**Product Marketing (your primary focus)**

Develop and continually refine Evan’s product positioning and messaging for our target market verticals and provide proof points with compelling customer stories and use cases. Craft customer-facing, product-focused marketing and sales assets, such as marketing campaign content, product releases, newsletters, blogs, website content, e-books, case studies, webinars proposals, presentations and business cases

**Content and Demand Generation**

Collaborate with Project & Technologies, Sales and Marketing during the design and execution of marketing campaigns, programs, product launches, feature releases, and all associated content.

**Market Intelligence**

Understand and document our ideal client profiles, buyer’s journey, personas, segmentation model, and market trends.

**Sales Enablement & Lead Generation**

Develop and deliver product assets, market intel reports, and training to support the success of the sales and marketing teams. Support salesforce through development of lead generation programs that will go to the business development group for qualification

**Collaboration**

Work collaboratively and cross functionally with several departments and subject matter experts across the company to inform, develop and execute strategies and content. Build and maintain strong feedback loops between product, marketing and sales teams to ensure strategic alignment and democratization of information

**Tactical Responsibilities:**

- Prepare sales and marketing support documentation/packages as required
- Coordinate delivery and creation of all marketing collateral and visualization
- Support website development and on-going content maintenance
- Provide market research capability
- Support salesforce through development of lead generation programs that will go to the business development group for qualification

**Other Duties:**

- Team Player

- Share learnings and insights with the company stakeholders to ensure a consistent approach is taken across segments and assist by leading ad hoc projects as required.

**Relationships/Interaction:**

- Deals directly with all facets of Sales and Marketing

Works regularly with the Sales, Project and Technology Teams

**QUALIFICATION REQUIREMENTS**

**Education/Experience:**

- 5+ years of B2B marketing experience with a demonstrated experience in product marketing
- Strong, demonstrated writing skills
- CRM and marketing automation experience (Hubspot)
- Strong e-marketing background (email campaigning, social media)
- SEM/SEO expert training
- Product marketing experience
- Sales & Marketing departments experience
- Project Management Experience/Training

**Competencies Required:**

- Ability to pick up technical concepts and communicate them strongly
- Ability to become a domain and product expert
- Strong knowledge of marketing communication techniques and methodologies
- Good marketing knowledge
- Strong business acumen
- Strong multi-tasking, prioritizing skills
- Strong writing skills
- Project management experience
- Seasoned customer experience/needs analysis/customer satisfaction knowledge

**Personal Traits & Leadership Attributes**

- Excellent communications skills and the ability to provide consistent and confident presence for the department
- Ability to communicate with other business stakeholders such as executive team, sales and project management
- Clearly define goals and objectives for all aspects of the role through a structured communication process
- Be a leader who is visible, accessible and provide coaching to more junior employees to encourage a lifelong training
- Relentless customer focus, both internal and external; effective and communicating departmental needs to the rest of the organization as well as the ability to continuously evolve the departmental deliverables to best serve the needs of its immediate and broader customers.
- Continuous involvement and understanding of marketing operations and the daily and long-term impact on the organization.
- Ability to drive continuous improvement within the department and be open to receive feedback from other groups in order to continually drive positive change
- Achieving results by consistently meeting your commitments both within the departments and with others in the organization.
- Develop a culture of celebrating successes ... customer wins, successful, good behavior ...

**APPLICATION PROCESS:**

If you are interested and qualified or know of others who may be, please contact Human Resources at [careers@evansonline.com](mailto:careers@evansonline.com)

***This position is posted in tandem with an external search and shall remain open until a qualified candidate has been found. 1/19/21***