



DESIGNS & EQUIPS MISSION CRITICAL OPERATIONS

TITLE: MARKETING DIRECTOR

LOCATION: CALGARY, AB

REPORTS TO: CHIEF OPERATING OFFICER

SENIORITY LEVEL: MEMBER OF THE SENIOR MANAGEMENT TEAM

PRIMARY RESPONSIBILITY:

Responsible for the planning, development and implementation of the Organization's marketing strategies, marketing communications, business development and public relations activities, both external and internal.

KEY RESPONSIBILITIES:

- Provide strategic thought, vision and planning to marketing function
- Provide marketing direction, planning and vision to the company
- Takes on active marketing assignments, this is not a delegation position
- Coordinate delivery of all marketing activity under direction of COO
- Coordinate delivery of all marketing collateral
- Coordinate tradeshow and demo activities
- Support and develop e-marketing/SEO programs
- Support and develop lead generation activities
- Support and develop public relations (PR) programs
- Support website development and on-going content maintenance
- Provide product direction input
- Provide market and competitor research capability
- Maintain corporate showrooms worldwide
- Support strategic programs as required
- Support salesforce as required
- Conduct Office new hire and other orientations

SECONDARY MANAGEMENT RESPONSIBILITY:

- Manages Client Services Team
- Maintain corporate showrooms
- Will often work directly with the CEO on specific projects

RELATIONSHIPS + INTERACTION:

- Deals directly with all facets of Sales and Marketing
- Develops relationships with the customer community
- Develops relationships with the Business Partner
- Works regularly with the entire Sales team

EDUCATION + EXPERIENCE:

- Post-secondary degree (preferably MBA) or BComm/BMkt'g and 10+ year's-experience in an industrial manufacturing marketing environment
- Project Management Experience/Training
- Strong e-marketing background / SEO / SEM
- Graphic design experience and training (Illustrator, Photoshop, Indesign)
- Sales & Marketing department experience

COMPETENCIES REQUIRED:

- Strong knowledge of marketing and graphics software packages
- 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
- Computer literacy

PERSONAL ATTRIBUTES:

- Organizational skills
- Attention to detail
- Takes initiative
- Active listener
- Work independently or as part of a team
- Rely on experience and judgment to plan and accomplish goals
- Creative
- Skilled at facilitating decisions
- Excellent interpersonal skills and follow up skills
- Great attitude
- Positive minded
- Independent
- Customer satisfaction focused

APPLICATION PROCESS:

If you are interested in applying for this position, please contact Human Resources by emailing a resume and cover letter to careers@evansonline.com. This position will be posted until a suitable candidate is found.