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Director of Marketing

Posted by: Notch HR Consulting Inc.

Posting date: 04-Jul-2024 **Closing date:** 31-Dec-2024

Education: Bachelor's degree in Marketing or Business from an accredited University

Language: English

Job location: Vancouver

Salary: \$\$120,000 - 125,000 CAD Per Year

Years of Experience: 5 years

Vacancy: 1

Job Type: Full Time

Job id: CAJ1524554

Job description:

Job Title: Director of Marketing

Location: Vancouver, BC

Company: Notch HR Consulting Inc.

Business Address: Vancouver BC

Number of Positions: 1

Term: permanent and full time

Work hours: 40 hours / week

Language of Work: English

Notch HR Consulting is a boutique business consulting firm that specializes in business consulting, primarily in the HR and Marketing space. We help small to medium businesses internationally who want to put people and analytics at the forefront of their business strategy. Working with companies in the US, Canada, and EU, we have a team of experts to build your

people-focused strategic plan.

Notch HR is looking for a Director of Marketing to join our team who will be responsible for developing and executing a marketing strategy, with the goal of driving brand awareness, customer acquisition and revenue growth. Reporting to the Principal of Notch HR, the role will oversee all marketing activities, including the creation of a website, digital marketing, content creation, and product marketing within the small to medium sized technology industry.

This is an in-person position based in Vancouver, BC

What You'll Do:

- ? Develop a comprehensive marketing strategy aligned with the Company's business objectives and 5-year strategic plan
- ? Lead the implementation of the marketing strategy, ensuring achieve of marketing goals against KPIs
- ? Oversee the creation of a company website targeted towards the Company's audience
- ? Building case studies of proven work that Notch HR has completed for clients
- ? Create and execute digital marketing campaigns, including SEO, social media, email and content marketing
- ? Conduct market research to identify new opportunities and generate leads
- ? Monitor and analyze the performance of marketing campaigns, using data-driven insights to refine strategies and tactics
- ? Lead the creation of marketing collateral, including presentations, RFPs and other promotional materials
- ? Direct and evaluate marketing strategies.

Qualifications:

- ? Bachelor's degree in Marketing or Business from an accredited University
- ? 15+ years of marketing experience within the tech industry
- ? 10+ years of experience as a Senior Manager, managing a team of marketing professionals
- ? Proven track record of developing and executing marketing campaigns from end to end
- ? Proven knowledge of SEO, PPC, Social Media, and content marketing
- ? Experience using marketing platforms and CRM systems (eg. Hubspot, Salesforce, etc.)
- ? Excellent interpersonal skills and proven record of client-interactions that lead to positive outcomes
- ? Ability to be self-led and manage multiple projects simultaneously

Salary:

? \$120,000 - 125,000 CAD annually

Benefits: paid sick leave

How to Apply:

Interested candidates must submit their resume, cover letter and portfolio of relevant work to

Audreyng@notchhr.com

We thank all applicants for their interest. Due to the high number of applicants, we will only contact those who are qualified for the position for an interview.