

## MARKETING MANAGER

As our Marketing Manager, you will be responsible for overseeing SubC's marketing efforts. You will be responsible for evaluating and developing marketing strategies, planning and coordinating marketing efforts, communicating marketing plans, building awareness and positioning for our company's brand.

**Hourly wage:** \$25-\$40/hr

**This is a full time position.** The right person could reside at our St. John's office, however, it will also involve regular trips to Clarenville for an eight-hour day.

### Responsibilities:

- Developing a marketing strategy that's in line with company objectives.
- Collaborating with product manager to implement new and modified initiatives; work with product specialists to address gaps and highlight wins.
- Monitoring, analyzing, and reporting on the performance of marketing programs in order to guide current and future strategies.
- Leading competitor and market research efforts to uncover the viability of current and existing products/services; feeding new feature ideas to development team
- Deploying successful marketing campaigns from ideation to execution; preparing online and print marketing campaigns; roll out new product and version information through website, videos, etc.
- Sourcing and managing marketing-related vendors to produce marketing materials and campaigns.
- Analyzing consumer behavior and adjusting email and advertising campaigns accordingly.
- Coordinating marketing campaigns with sales activities.
- Managing and improving lead generation campaigns and measuring results.
- Create and maintain a competitor comparison database
- Assess new markets - what capability are they looking for, what is their budget, etc.

### Skills and Qualifications:

- 3+ years marketing experience
- Strong strategic, analytical, and project management skills
- Solid knowledge of website analytics tools
- Up-to-date with the latest trends and best practices in marketing and measurement
- Ability to turn creative ideas into effective advertising projects