

Role Profile

Title:	Marketing Director
Function:	Marketing
Reports To:	VP, Marketing & Account Management
Location:	Toronto
Type:	Full Time

Role Description

The Marketing Director is responsible for developing and leading all corporate marketing initiatives at Exchange Solutions. This includes developing and leading the execution of a marketing strategy and communications plan that will create brand awareness for Exchange Solution and support sales efforts within Retail verticals. This position has one or more direct reports, including a Marketing Manager, and will work collaboratively with the VP, Marketing & Account Management, VP, Product Marketing & Pre-Sales, Head of Sales, and SVP, Product, Sales & Marketing.

Primary Responsibilities

- Oversee all internal and corporate marketing programs at Exchange Solutions providing guidance, direction and approvals as required.
- Provide strategic B2B marketing expertise within Mar-Tech to further build the Exchange Solutions brand profile and create awareness.
- Build our credibility and brand awareness through associations with key influencers such as Gartner, Forrester and others. Research and recommend new approaches for credibility building.
- Create marketing materials to support sales development activities for a Retail target audience.
- Develop and lead outbound marketing campaigns and oversee all aspects that contribute to success including compelling & topical content, appropriate channel distribution, performance measurement / ROI and optimization.

- Provide guidance to support effective product positioning to Retailers that differentiates Exchange Solutions from competitors.
- Critically assess and analyze all Marketing Department initiatives and make actionable recommendations to the stakeholders on how to improve / optimize.
- Regularly review and benchmark marketing initiatives to identify growth actions.
- Investigate and recommend new platforms, marketing channels and approaches for lead generation & brand building opportunities.
- Lead and mentor resources in the marketing department; share your expertise to develop more junior resources .
- Contribute to the development of internal processes and ‘best standards’ on the Marketing Team to create efficiencies and high levels of productivity.
- Be a catalyst for change and contribute as a leader to the overall operations and culture of accountability, fostering our core values and organizational policies.

Capability Requirements – education, skills & experience

- Post-secondary education with a degree in Business or Marketing (MBA an asset); or equivalent knowledge/ capability from other university disciplines and/or work experience
- 5 - 8 years or more of related experience as a B2B Marketer, preferably with a Mar-Tech service provider
- Knowledge of, and experience with, a broad variety of marketing channels, including digital, mobile, print, live events, direct marketing. Experience working with Industry Analysts (e.g. Gartner, Forrester) an asset
- Critical and analytical thinker who is able to take high level ideas and concepts and turn them into well-executed, successful marketing campaigns
- Highly motivated self-starter with an entrepreneurial spirit, who through research and discovery, is able to bring new and innovative ideas to the department
- Strong aptitude for understanding Technology Products. Knowledge of customer engagement / personalization / loyalty technology as well as customer behaviour, segmentation and analytics an asset
- Strong cross-functional leadership skills needed to coordinate teams of people to efficiently and effectively design and deploy marketing programs



- Strong presentation, interpersonal and communication skills; ability to effectively talk about our company and products / solutions to senior audiences
- Excellent computer skills including, Microsoft Office (Word, Excel and PowerPoint).
- Experience with Salesforce or another CRM software plus experience with an email service provider/marketing automation tool
- Ability to manage multiple projects from planning through to tactical execution across multiple functional teams
- Results oriented; ensuring best-in-class marketing practices which impact business results
- Ability to succeed in a fast-paced and challenging environment