

Job Title: Senior Marketing Lead

Job Type: Full-time Permanent Employee

Location(s): Ottawa, ON

Overview

Our Senior Marketing Lead will be an integral part of our growing Marketing team. They will be responsible for overseeing everything - A to Z in marketing. As an essential member of the team, the Senior Marketing Lead will be dynamic, fun, flexible and continuously innovate to achieve great results.

Core responsibilities

- Lead the Marketing team
- Work closely with the Sales teams on ideas, priorities, and collateral, including helping define key messaging and content
- Monitor key online marketing metrics to track success
- Create and execute all marketing programs & initiatives including developing strategies and plans, branding, and market positioning for all platforms including traditional and digital
- Prepare presentations and/or reports as required
- Execute the mandate of our marketing strategy
- Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies
- Maintain marketing materials and collateral including promotional items, brochures and trade show equipment
- Create detailed proposals for events, including timelines, venues, vendors, staffing, and budgets
- Manage SLIAO's social media profiles and presence
- Manage the daily operations of the website, including content and liaise with outside support

Core competencies

- Active and well-rounded knowledge of social media
- Good knowledge level of Adobe Photoshop, InDesign, Mailchimp, Illustrator and HubSpot
- Well versed with marketing automation tools; web analytics software (Google Analytics and Google Tag Manager) using a CRM, Email Marketing tool, and Project Management tool
- Proven ability to synthesize data and identify trends or extract key findings and turn them into actionable insights
- Advanced knowledge of the MS Office suite, including PowerPoint, Excel, Word, SharePoint
- Intermediate knowledge of WordPress, with the ability to manage web content and troubleshoot minor issues

Qualifications:

- Bachelor or Diploma in Marketing or related field

- 5+ years of hands-on experience in all aspects of Marketing. You own the process from start to finish - from the initial strategy to planning, designing, and implementing the programs and then measuring the outcome
- Experience working across a wide variety of marketing channels including media, influencer marketing, and content

Application

Applications, including cover letter and resume, will be accepted until November 5th, 2021 at 5pm ET. Please forward application and any questions to SLIAO Human Resources at hr@sliao.ca

SLIAO recognizes that many of the greatest ideas and discoveries come from a diverse mix of minds, backgrounds and experiences. We are committed to cultivating an equitable and inclusive work environment that acknowledges diversity in the Deaf population that we serve, in our interpreting community and workforce. We welcome applications from all qualified candidates.

If you require any accommodations during the application process, please let us know.

Additional information about SLIAO can be found at sliao.ca