VOCANTAS
Powerful Integrated Communications

Marketing Manager

Vocantas is looking for an experienced Marketing Manager to join our team on a permanent basis. This position requires a strong blend of management and project management skills, leadership skills and superior communication skills. As the Marketing Manager, the ideal candidate will have 7+ years of progressive marketing experience, preferably in the tech sector, managing a company's overall brand and reputation along with the ability to develop strategies to compete in the vertical markets served. The ideal candidate must have the leadership skills to oversee a small team, manage all aspects of the external communications program and interface regularly with C-level executives and a board of directors.

As a key member of the management team you will use your skills and talents to develop all aspects of the company's strategic marketing efforts, be responsible for evaluating, pursuing and managing potential initiatives and business opportunities, establish the company's value proposition and oversee the execution of winning strategies in the markets served.

The Marketing Manager will conduct market analysis, monitor competitive activity and identify client needs. In addition, the Marketing Manager will contribute to the planning, design and implementation of business plans.

In return, the candidate can be assured of a work environment that values family/work-life balance and a relaxed atmosphere.

Marketing Manager duties will include:

- Manage a small marketing communications writing and graphic design team
- Direct and manage all or a significant portion of the marketing and communications requirements of the business
- Provide strategic leadership to the overall marketing processes
- Develop and manage RFP responses and contract development
- Ensure the marketing team follows security processes and remains SOC and PCI compliant
- Review, analyze and interpret complex information, providing advice and counsel to senior executives on marketing and communications strategies

Qualifications:

- University degree or college diploma
- 7+ years of progressive marketing experience
- Strong verbal and presentation skills along with writing and business communications expertise
- Leadership through collaboration, coaching and mentorship
- Experience working with Microsoft Word, Excel, Project and PowerPoint
- Ability to travel (valid passport and driver's license)

Skill considered asset:

- Understanding of IVR and related applications

To be considered for this position please forward your resume and detailed cover letter explaining how you are the ideal candidate in Word or pdf format as well as desired compensation to careers@vocantas.com. All candidates must be eligible to work in Canada.

We thank all applicants for their interest, but only those selected for an interview will be contacted directly. No phone calls please.