

Marketing Manager

Role Summary / Purpose

The Marketing Manager is responsible for developing and executing the strategic and tactical marketing plans for Evodence. You will be required to determine the demand for products and services offered and identify appropriate markets while overseeing product development and monitoring trends. The position requires development of pricing strategies with the goal of maximizing the company's profit or share of the market while ensuring customer satisfaction. Targeting small to medium sized businesses across the globe, the Manager will be a key influencer in the overall direction of the company.

Essential Responsibilities

- Works with the General Manager to create, implement and communicate short and long term strategic marketing plans and vision.
- Develop offline and online marketing programs that will increase the company's brand awareness. Must have a strong understanding of direct B2B marketing.
- Develop a clear understanding of competitive environment in order to differentiate and position the company to win.
- Provides leadership through business direction, motivation, coaching, skill development, product knowledge, industry knowledge, competitive knowledge, and performance management.
- Works closely with account management to develop and implement tactical programs that optimize our selling efforts.
- Manages the promotional plans and provides post-promotional analysis for all activity.
- Develops, executes and provides post-mortem of new product launch plans.
- Prepares all internal and external communications.
- Monitors competitive activity and pricing.
- Maintains fiscal responsibility of the marketing department within assigned budget of sales and expense targets.

Requirements / Desired Characteristics

- A proven track record in Marketing with demonstrated achievements.
- Charismatic leader who has a proven track record of sales performance and results.
- Hands-on management style.
- Must possess strong organizational skills with a keen attention to detail.

- Experience with marketing budgeting and planning skills is required.
- Strong relationship builder with staff, peers and customers.
- Ability to market ideas and concepts, not just products.
- Creative, innovative, outside the box thinker.
- Outstanding problem solving skills.
- Self motivated, self managing and personal discipline skills are essential.
- A desire to compete and the will to win.
- Strong negotiation, facilitation and influencing skills.
- Excellent interpersonal, verbal / written communication and presentation skills.
- Computer literacy in Word, Excel, PowerPoint and Database Management.
- Related industry experience is a definite asset.
- The candidate must be willing to work independently and be a self-starter.
- Ability and willingness to travel within territory. Travel requirements for the position will be discussed further during interview process.
- Solid experience in business development or building growth plans:
 - Strategic or product marketing exposure.
 - Customer-centric mindset, able to translate customer issues/needs into profitable business solutions.

How to Apply

Email:

careers[at]evodence.com