

Director of Marketing and Communications, Montreal

Position overview

The Director of Marketing and Communications is responsible for the direct management, tactics and programs to create interest, demand and recognition for BroadSign International and its products through the use of PR, Product Marketing, Advertising, Direct, Tradeshows and Events, Channel and Online Marketing. In addition, to ensure the products and services are demand driven, the Vice President of Marketing works with Product Development, Support, Sales and Executive Management to ensure the right mix of features and positioning. This position is also responsible for planning, organizing, staffing, training, and managing all marketing functions to achieve the company objective of sales, growth, profits, and visibility while ensuring a consistent brand and marketing message consistent with the overall business direction.

Marketing Responsibilities

Strategy

- * Strategic, tactical and program oriented, in that order.
- * Ongoing competitive analysis.
- * Ensure the product positioning is effective, differentiating, competitive, complete, yet clean and simple.
- * Responsible for working with executive management to create annual or biannual strategic and tactical marketing plan.

Research, Information and Internal Communication

- * Work with Director of Research to conduct and analyze market research to determine risk and marketability of potential products and product features. Supply information to appropriate personnel.
- * Responsible for competitive analysis, strategies and tactics.
- * Measure effectiveness of the marketing department and implement improvements.
- * Determine market needs and contribute to product requirements and definition for development.
- * Responsible for the product/service(s), name, positioning, and definition.
- * Ensure production of appropriate collateral, sales, and educational materials.
- * Customer network analysis.
- * Intranet.

Management & Training

- * Manage and train existing and new marketing staff.
- * Ensure timely and effective execution of the marketing tactics and programs.
- * Create and maintain annual marketing budget.
- * Manage marketing vendor relationships.
- * Ensure a consistent, fair and situational management style throughout the department.
- * Generate a monthly summary report and comprehensive quarterly and annual marketing report.

PR, Brand Management and Advertising

- * Work with PR firm to ensure the proper amount and type of coverage to raise awareness, win reviews and ensure consistent corporate and product branding and image.
- * Maintain identity and brand standards.
- * Coordinate press and technology analyst interviews, as well as identify relevant content for bi-line articles and industry white papers.
- * Work with marketing team to create the media schedule, negotiate the rates, prepare the deliverables and execute.
- * Follow-up and measure the advertising campaign using print and online methods.
- * Develop the corporate brand culture and brand usage guidelines.
- * Work with Human Resources to build the BroadSign employment brand.

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Internet Marketing and Online collateral

- * Ensure a professional, industry leading website to encourage initial and repeat visits.
- * Develop and maintain leading search engine optimization rankings.
- * Develop and maintain online banner ads.
- * Develop and maintain online product demonstrations.
- * Develop and improve search engine optimization to improve rankings among search results.
- * Develop and maintain website best-practices, web design standards and improve usability.
- * Develop and maintain online banner ads, keyword placements and other website marketing initiatives.
- * Develop social networking strategies and programs.

Tradeshaw and Event Marketing

- * Work with Marketing Manager on the strategy and project management of tradeshaws and events.
- * Responsible for tradeshaw booth design, promotion, branded giveaways, pre and post event communications and subsequent lead processing.

Direct Marketing

- * Maintain direct sales support.
- * Ensure we have substantial qualified leads for direct sales. These can be gathered through advertising, email campaigns, tradeshaws, website, etc.

Channel Marketing

- * Develop and maintain complete sales material support for Indirect Channel Sales.
- * Work with peers to ensure proper representation at industry events.
- * Help initiate an online lead generation program to support the resellers.
- * Develop an effective channel marketing program including: training & education, promotions, distributor and reseller relations.

Knowledge, skills and required experience

- * Minimum ten years of marketing experience with applicable education, be well rounded in all aspects of marketing methodology (advertising & media) with specific experience in the software industry.
- * Have a minimum of 5 years in a B2B environment.
- * Minimum of 4 to 6 years in a leadership position with a minimum of 2 years as a Marketing department Manager or director level role.
- * Possess a University degree in Business and/or Marketing.
- * Bilingual (English and French) with extensive knowledge of software marketing and sales issues, technical markets, Software As A Service (on-demand) pricing models, channels of distribution, technology trends, budgeting, public and investor relations, direct marketing, event marketing, channel marketing, merchandising, product marketing, product management, team management, presentations, sales and strong training skills during high growth stages.
- * Must be results oriented, creative and resourceful, must be a strong team player and solid people manager.