

OLAM

— Executive Search & Headhunting —

MARKETING DIRECTOR

Reporting to the Co-founders, the Marketing Director will be responsible for positioning Evolving Web as a leader in our market. Our Marketing Director loves to connect with people! In this role, you will be responsible for growing the Evolving Web brand and community. We are looking for an inspiring individual to be a key stakeholder in the decision-making process of our brand evolution strategy, marketing efforts, sales, and product offer. You will ensure that our brand reaches our audience across all channels.

Responsibilities:

- Own and drive the end-to-end marketing function and key business metrics
- Manage the marketing budget. You'll be responsible for allocating resources in the most effective manner
- Discover new business opportunities and accelerate penetration into key accounts
- Keep track of Evolving Web's competition, identify and map differentiation
- Partner with product and sales teams to drive revenue growth across Canada and the US
- Create and maintain a business dashboard to track marketing spend and ROI
- Define market and related product positioning
- Write marketing material and work with designers and content contributors
- Collaborate with partner organizations on shared marketing initiatives
- Build and manage a team that will redefine marketing for Evolving Web
- Position Evolving Web as a thought leader in our space...

Requirements:

- Excellent written and verbal communication skills in English and French
- Ability to grasp future trends in digital technologies and act proactively.
- Commitment to customer service (internal and external)
- Strong ability to balance priorities and achieve results
- Strong Project Management abilities
- 5 years of experience in a B2B marketing environment, ideally in the context of a web agency or platform
- Experience managing and growing marketing teams in a fast-paced company
- Knowledge of B2B sales cycles
- Demonstrated results on successful marketing initiatives
- Agency experience.

Benefits:

- You will be part of a strong community where we participate in the open-source community, through contributions, community events, and training
- Work with dedicated people in a fun and friendly environment with flexible hours.
- Build your personal brand! Many of our alumni have become very well known.
- Grow the team you will manage over the next years (We are hiring for growth!)
- Health Insurance

If you have the profile sought by our client, please send your application to **OLAM Executive Search**, by email at lserreau@olamexecutivesearch.com, mentioning mandate number 160620. All information received will be treated confidentially and only applications retained will be contacted.