

Group Marketing Manager- Kitchener

We are growing!! And looking for a passionate, success-driven and energetic candidate to join our team for the position of Group Marketing Manager located at one of our Branches in Kitchener, Ontario.

Summary:

The Group Marketing Manager will be accountable to lead the development and execution of our core and divisional marketing plans while elevating our brands to new heights.. This is a new position within our organization and is a stepping stone towards refining and leading our current and future digital evolution.

What you will do:

- Developing a marketing strategy for the company and communicating it to the marketing department.
- Foster relationships, and strengthen partnerships, with leadership and sales employees.
- Coordinate tactics and champion sales, marketing and investment activities within the division.
- Meeting with Senior management day-today to oversee and offer direction on designated projects.
- Conducting market research to locate new customers and monitor competitors.
- Lead the sales growth and marketing campaigns for mandatory and voluntary meal plan programs
- Lead the development of creative customer presentations, centering all marketing efforts to achieve immediate and long-term business goals
- Develop and update website and digital content across all platforms
- Manage inbound and cross divisional leads
- Customer event leadership at dealership & active leadership role with supporting and attending trade shows
- Build, execute, and tirelessly audit our corporate, branch, and departmental marketing plans
- Regular reporting on marketing activities and KPIs to senior management team and partners
- Travel may be required.
- Work in compliance with the provisions of the *Occupational Health and Safety Act (OHSA)*, its regulations, and internal health and safety policies and procedures.
- Other related duties as assigned.

Requirements:

- Post-secondary education in Marketing or Business-related field
- 5+ years of experience in sales or marketing
- 3+ years of leadership experience in coaching and leading and cross functional teams
- 3 + years of experience in developing and managing digital marketing campaigns
- Experience in supporting B2B digital demand generation
- Direct experience managing organic and paid digital channels (SEO, SEM, Social)
- Strong skillsets in lead generation, SEM, SEO, social media, content management, display advertising, marketing, digital marketing, website optimization, and e-mail marketing
- Experience working with Adobe Creative Suite, Photoshop, InDesign, Google Analytics, Microsoft Office
- Must hold a valid G class license

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