

Marketing Manager

Important: Application details are included in description below. Please follow the application instructions and submit directly to the Roundtable.

The Roundtable - a Canadian leader in leadership coaching and development - is growing and looking to add a full time Marketing Manager to our team. Interested? Keep reading!

You're enthusiastic, highly organized and a great problem solver. You love big picture thinking while at the same time keeping your eye on the details. You anticipate needs and are exceptional at following through. You're tech savvy and you thrive in fast-paced environments where you can build your own structure as you go.

You have 3-5 years of hands-on marketing experience gained in a professional services or consulting environment. You have exceptional written and verbal skills, a good eye for design (bonus points if you have basic design skills) and are confident and personable. You're productive working independently but love collaborating with a team and will jump in and help when needed. You're open-minded, open to feedback (both giving and receiving) and have a growth mindset.

You're looking for an opportunity to make an impact, continue learning, and would be excited to contribute to the next phase of growth in our dynamic coaching firm. The values that we live by are: **Dream Big. Get Sh** Done. Make an Impact. Have Fun.**

Still interested? Here's what you can expect to do with us.

As the **Marketing Manager**, you bring a passion and enthusiasm to everything you do and are excited by the prospect of taking an "unknown commodity" into the big leagues. The Marketing Manager plays a key role in delivering on the brand's mission, driving engagement with current and existing members and ensuring our marketing initiatives run smoothly. This is a high growth role and we're looking for someone who can bring their passion and enthusiasm to it.

Key Objectives of Role:

- **Marketing Oversight:** Responsible for all aspects of marketing including, but not limited to: planning, organizing, implementing, monitoring, reporting on and analyzing sales data.
- **Marketing Execution:** Lead the execution of marketing programs from start to finish, leveraging internal and external support and driving collaboration

- **Lead Generation:** Partner with sales and delivery teams to design, test, and evolve lead-nurturing tactics

Key Responsibilities include (but are not limited to):

- Create and manage content strategy and content updates across platforms, establish budget guidelines, participate in events, document business processes, and provide sales support as needed (e.g.: support proposal writing, sales sheets, testimonials, case studies etc.)
- Ensure the CRM system is being utilized and maintained effectively and gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads
- Research PR and podium opportunities to raise our business profile. Includes media outreach, web research, developing pitches for various media outlets etc.
- Oversee all social media accounts to encourage engagement and to track conversions
- Ensure corporate website(s) are current, search engine optimized and client friendly
- Monitor industry trends, technology developments and competitor activities to stay ahead of the curve

Skills:

- Proven success in developing marketing plans and campaigns
- Excellent written and verbal communication skills
- Strong project management, multitasking, and decision-making skills
- Metrics-driven marketing mind with eye for creativity
- Experience with marketing automation and CRM tools
- Experience with WordPress is an asset

Qualifications:

- 2-3 years progressive professional experience
- Bachelor's degree (or equivalent) in marketing, business, or related field
- Proficiency with online marketing and social media strategy

What we offer:

- A four-day work week (Tuesday to Friday)
- Results only work environment... this means you have unlimited vacation and flexibility. Simply get the job done.
- A fast-paced, always innovating workplace

- The opportunity for you to make an impact, to build your own processes and tools
- A space to grow and evolve your career – your start point is just that, there's room for growth and development
- Ongoing professional development and career coaching support
- Great colleagues and the opportunity to make a huge difference in the lives of leaders globally

TO APPLY:

Please include a cover letter indicating your interest. Please include your answers to the following in your cover letter or (BONUS POINTS) by video and submit along with your resume:

- This opportunity caught my eye because...
- I'd be great in this role because...
- I love marketing as a field because...
- What I would bring to the Roundtable is...

Submit your application to careers@goroundtable.com.

About The Roundtable

We are on a mission to create better workplaces by helping leaders navigate change, disruption and growth. Our programs win awards. Our clients rave about their experiences with us. And our team loves our work. Visit our website to learn more: www.goroundtable.com

We are a woman-led organization and believe in diversity, equity and inclusion as well as truth and reconciliation. We encourage candidates to apply who share these commitments and who have a demonstrated capacity for creating inclusive organizations and working effectively across differences to support the success of an increasingly diverse clientele.

If this role, our values, and our organization sound like something you can relate to we look forward to hearing from you and seeing what phenomenal skills you'll bring to The Roundtable!