

Director of Marketing

Job Opportunity

About Us

Experts in financial modeling since 2002.

At [Marquee Group](#), we provide financial modeling training, consulting & accreditation, and help finance professionals use our unique modeling framework to turn their models into powerful communication tools.

Job Brief

The Marquee Group is actively looking for a Director of Marketing who will take full ownership for building and implementing marketing strategies to drive consistent revenue growth, as well as increase The Marquee Group's brand presence in new markets around the world.

Reporting to the President, this role is responsible overall for:

- ✓ Leading all marketing strategies and activities across three pillars / lines of business
- ✓ Establishing and growing The Marquee Group brand against target markets, in Canada and globally, across all relevant channels

About the Role

- ✓ Developing and guiding the implementation of all Marketing strategies and plan, including Content, Digital, Social Media, Communications, Content and Creative
 - ✓ Refining and identifying target markets (existing and potential) and providing insights to support strategic initiatives to reach these target markets, in addition to new market segments
 - ✓ Promoting the company as a leader and innovator to the media and public, overseeing outbound customer-facing communications across multiple channels: such as website, newsletter, social, public relations
- ✓ Liaising with Business Development to align objectives to maximize opportunities across both the B2B and D2C markets
- ✓ Monitoring competitive environments provide insights to opportunities for product development and future areas for growth
- ✓ Identifying potential strategic partnership opportunities for product development and future areas for growth
- ✓ Identifying potential strategic partnership opportunities (may include sponsorship) and creating / driving successful mutually-beneficial outcomes
- ✓ Growing and developing Marketing resources (in-house and outsourced) as required to meet strategic objectives
- ✓ Leading thought leadership growth: leveraging, developing and packaging insights for appropriate channels and audiences
- ✓ Preparing and managing budgets for Marketing
 - ✓ Setting, monitoring and reporting against Marketing and overall corporate goals

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About You

- ✓ **Execution-oriented:** ability to effectively construct, communicate and implement strategies to ensure maximum buy-in internally and externally, while also having the ability to think “big picture” to help Marquee achieve ambitious growth targets
- ✓ **Ability to work collaboratively** with cross functional stakeholders to ensure the needs of existing and potential target audiences are being met across multiple lines of business with different audience types, business cycles, demands and relevant channels
- ✓ **Creative and entrepreneurial mindset:** a self-starter with the ability to define strategies and goals, communicate and champion relevant recommendations, and build resources required to deliver effectively
- ✓ **Strong analytical skills:** comfort with data and analytics, and translating these into insights that can be leveraged across the organization

Requirements

- ✓ Proven experience in similar role in a rapidly scaling business, preferably within financial services and/or technology
- ✓ Proven experience overseeing / working with traditional and digital marketing channels such as LinkedIn, GoogleAdWord
- ✓ Experience building and implementing successful marketing strategies and initiatives, in collaboration with Sales / Business Development (leveraging HubSpot/CRM, across both B2B and D2C channels in multiple geographic markets
- ✓ Leadership skills with ability to set and prioritize goals, for Marketing and organization
- ✓ Experience setting and managing to a marketing budget
- ✓ Ability to connect profitability with campaigns and channels
- ✓ Experience building and leading a growing team (both in-house and outsourced) across a broad set of functions to maximize revenue across the whole business
- ✓ Proven ability to leverage data-driven initiatives to proactively identify and design marketing strategies to reach target audiences
- ✓ **Preferred:** experience successfully implementing marketing campaigns outside of North America only; familiarity with financial services and/or digital learning; fluency in languages beyond English

To Apply

Please submit your resume and cover letter to:
recruiting@themarqueegroup.com

Application Deadline: Friday, December 11, 2020

We thank all applicants for their interest, however, only those candidates selected for interviews will be contacted.