Marketing Manager

Opportunity

Edmonton Global is seeking a highly motivated and experienced Marketing Manager to join our team. As the Marketing Manager, you'll be working as part of our marketing and communication team in the day-to-day execution of our marketing plans and play a key role in attracting international investment to the Edmonton Metropolitan Region. Understanding and developing web environments, landing pages, audience personas, building journey maps, and designing automation campaigns and segmentation strategies will be core activities of this role. We use Salesforce Marketing Cloud (Pardot) to ensure our activities are trackable and always improving. The ideal candidate has a strong mix of experience in the marketing functions of Account Based Marketing (ABM), SEO and SEM, designing segmented campaigns, UX, and web design.

You will be responsible for continuously developing and improving email marketing campaigns, optimizing existing campaigns, campaign analysis, and report creation. The ideal candidate will have a strategic, analytical, and collaborative mindset with the ability to manage projects, bring people together, and inspire confidence in a digital approach to marketing.

This job description is intended primarily as an illustration of the type of work to be performed by the person in this position. The omission of specific duties does not exclude them if they are similar, related, or logical assignments in support of Edmonton Global's objectives. Specific responsibilities, qualifications, and requirements of the role are listed below.

Role Responsibilities

- Develop and execute a comprehensive marketing plan, including strategies for brand awareness, lead generation, and customer engagement. Manage the execution of complex multi-channel marketing campaigns aligned to business objectives.
- Plan, develop and execute global digital initiatives across account touch points, including website, search marketing (including paid search and organic search), retargeting, email marketing, social media marketing (Facebook, Twitter, Linkedin), online advertising, and new and emerging opportunities.
- Develop nurture programs for lead sources and create/update email cadences to maximize signups and conversions.
- Partner with our Trade and Investment team to create campaigns that drive new leads through our pipelines and develop corresponding ABM strategies leveraging key channels such as digital advertising, web marketing, video, webinars, direct mail, events, international activities, etc.

- Analyze market trends and customer data to inform marketing strategy and improve campaign performance.
- Use web analytics and business intelligence tools such as Google Analytics and Hotjar to understand customers' online behaviour and leverage those insights in marketing campaigns.
- Be a leader in the use of the organization's Customer Relationship Management (CRM) system (Salesforce) and other marketing enablement technology to manage campaigns and track ROI
- Develop and actively manage marketing budgets by project quarterly and annually.
- Lead tracking, analysis and performance reporting of campaign and web analytics.
- Stay current on industry trends and emerging technologies to identify new opportunities for growth and competitiveness.
- Collaborate with other members of the marketing and communications team to develop content including stories, emails, video, etc.
- Demonstrate leadership and build trust and rapport within Edmonton Global and with partners.

Qualifications

The successful candidate will be an adaptive and dynamic individual comfortable working in a fast-paced organization and embody Edmonton Global's core values: integrity, collaborative, empowered, transformative, and invested.

The following skills, experiences and aptitudes will also be required.

Education and Experience

- Bachelor's degree in Marketing, Business, or a related field
- 4+ years of marketing experience, with a focus on digital marketing
- Proven track record of developing and executing successful marketing campaigns
- Strong leadership and stakeholder management skills
- Excellent communication, interpersonal, and organizational skills
- Excellent project management and time management skills
- Experience developing performance-based marketing programs / plans / campaigns directly tied to lead generation
- Ability to conceptualize, innovate, and drive marketing initiatives
- Experience with WordPress and UnBounce

- Experience with marketing automation tools and analytics platforms – Salesforce, Marketing Cloud (Pardot) Google Analytics, Google AdWords, Triblio, Google Tag Manager, Google Search Console

Edmonton Global offers a competitive salary, annual professional development opportunities, an RRSP matching program, and a comprehensive benefits package including health spending. We are a dynamic and fast-paced organization that values creativity and teamwork. The purpose of Edmonton Global is to radically transform and grow the economy of the Edmonton Metropolitan Region. We're looking for someone who wants to make a difference and have an immediate impact.

This role is an in-office position located in downtown Edmonton at Suite 2205, 10020 100 St, Edmonton, AB. Work hours are 8:30-4:30 Monday to Friday.

Application process

If you are interested in pursuing this opportunity, please submit your cover letter and resume for consideration by emailing aborman@edmontonglobal.ca noting "Application: Marketing Manager" in the subject line by Wednesday, March 1, 2023.

Edmonton Global is an equal opportunity employer that vales the diversity of people and communities. We are committed to an environment that is inclusive and barrier free. If you require accommodation during the hiring process, please inform us in advance to arrange reasonable and appropriate accommodations.

More information about Edmonton Global can be found at www.edmontonglobal.ca.

We thank all applicants for their interest in this opportunity. Candidates considered for this position will be contacted directly.