



## Marketing Manager

### PRIMARY OBJECTIVE

The Manager, Marketing is a passionate leader who is capable of developing a strategy that aligns with our teams vision and goals and will meet our business objectives. Working with the Chief Operating Officer and other members of the senior team the successful candidate can effectively lead, influence, and communicate our vision to multiple external and internal stakeholders. He or she will be responsible for managing and developing the Belleville Senators brand and will work collaboratively with all sales functions to develop and achieve our revenue goals.

### RESPONSIBILITIES

- Translates business objectives into actionable marketing tactics which include but are not limited to branding, B2B and B2C marketing, social media, digital marketing, market research/analysis, data analysis, distribution channel selection, media planning and media buying.
- Oversee team staff/external resources that have a daily focus on game presentation, social media/digital marketing and/ or graphic design
- Work collaboratively with all staff that has a daily focus on revenue goals to support their activities.
- Responsible for the brand identity of our organization
- Responsible for compiling and analyzing performance data to develop metrics that support decision-making across all channels
- Manage the creation of all marketing collateral and sales support tools
- Negotiate marketing/media advertising and promotional partnerships in consultation with COO/ sponsorship team
- Oversees the team's social and digital voice to ensure we remain current and engaging while capitalizing on industry trends and best practices.
- Plan and implement data-driven marketing strategies across all electronic channels including mobile internet and email
- Stay abreast of new trends in marketing with particular focus on social/digital marketing.
- Lead the organization's mobile/wireless marketing strategy as well as the online advertising strategy.
- Plan, prioritize and manage the work of employees based on business objectives by providing strategic and tactical advice, guidance and coaching, as well as identify the need for staff resources, participate on staffing committees, and make effective recommendations regarding employee selection.
- In cooperation with COO/Senior Staff conduct formal performance reviews on an ongoing basis of direct reports.
- Assess staff training and development needs, and ensure that employees receive the training required to improve and sustain successful performance.
- Other duties as assigned

## **REQUIRED EXPERIENCE**

- Minimum requirement of a University degree in business/marketing; MBA preferred
- Minimum of 5 years experience in a marketing management positions, preferably up to 3 years at a Manager level
- Ideal candidate has previous experience in game presentation, digital/social media and media planning/ buying in the sports industry.
- Ideal candidate also has a strong understanding of the organizational needs required to meet revenue goals.
- Experience working collaboratively in decision-making processes with senior business executives
- Strong knowledge of marketing strategies, concepts and practices
- Strong project management and performance measurement skills
- Exception written and verbal communication skills
- Solid business acumen, management, and problem-solving skills
- Strong creative skills and a demonstrated ability to engage people through creativity
- Creative thinker with an ability to take initiative
- Exceptionally self-motivated and directed

**To apply please send your cover letter, resume and available start date to [jobs@bellevillesens.com](mailto:jobs@bellevillesens.com) and include the position of Marketing Manager in your cover letter. Job will remain open until filled.**