

Senior Marketer Edmonton, AB



Our values are at the core of everything we do!

- **Innovative.** Think ahead to stay ahead.
- **Driver.** Stay hungry and act with urgency.
- **Ownership.** No excuses. 100% accountability.
- **Caring.** For employees, partners and community.
- **Individual.** We work with great people and expect a lot from them.

We are one of Western Canada's largest window and door manufacturers servicing consumers, contractors, and retailers. Established in 1988 and headquartered in Edmonton, Alberta, it's not just Durabuilt's innovative manufacturing and design that places us on the list of Canada's Best Managed Companies – **it's also our people.**

OBJECTIVE OF POSITION

Reporting to the Marketing Manager, the Senior Marketer will work with the internal marketing team and be responsible for the development and execution of the marketing strategy for the company overall. You are a strategic, creative, and agile individual who is willing to go the extra mile to get the job done. You are passionate about both B2B, B2C, and Product Marketing and you have an advanced understanding of brand.

Primary responsibilities are to manage the marketing efforts for specific projects, to develop/execute all brand-related work; and work closely with various suppliers (i.e. freelancers, agencies, printers, media, etc.).

The individual will implement effective tactics to support the business goals of our four customer segments – Dealers, Builders, Commercial, and Homeowners.

Focus on work such as product branding, brochure/collateral development, showroom conceptualization and execution, vehicle decals and building signage, video storyboarding, product displays, website, strategy, and brand refinement, etc.

ACCOUNTABILITIES

With an emphasis on marketing objectives and deep knowledge of the business, the Senior Marketers' responsibilities include, but are not limited to:

Marketing Plan Development

- Contribute to the overall development of the strategic marketing plan under the leadership of the Marketing Manager.
- Strategize marketing tactics to support our four main customer groups and their subgroups, unique product lines, and brand value/story.
- Develop marketing campaigns and ensure quality control and project adherence to overall business objectives.
- Work directly with Salespeople and leaders in driving marketing activities for select customer groups.
- Meet or exceed expectations for return on objectives and effectively control expenditures.
- Work collaboratively on interdepartmental teams to develop and address business objectives and specific projects/issues.
- Build and sustain relationships with all stakeholders, including third-party providers such as agencies, freelancers, media buyers, and merchandise providers.
- Monitor competition and their strategies.

Results Driven Performance

- Execute brand-related marketing projects that support our four main consumer groups.
- Oversee CRM activities.
- Oversee website content updates in Content Management System (e.g., Web Flow)
- Plan and execute branding tactics, including but not limited to showrooms, tradeshow, truck decals, building signage, product displays, literature and collateral, website, lead management, campaigns, advertisements, etc.

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- Work with internal teams for event planning, set up, and communications.
- Analyze projects after execution to determine successes and areas of improvement.
- Build and sustain relationships with all stakeholders, including third-party providers such as agencies, freelancers, media buyers, and merchandise providers.
- Monitor competitors and their strategies.

Partner with Sales Team & Third Parties

- Build and sustain relationships with all stakeholders, including third-party providers such as agencies, freelancers, media buyers, and merchandise providers.
- Nurture relationships through professional, promotional, and social interaction aligned with the corporate culture of being innovative, driven, caring, and showing ownership.
- Proactively maintain relationships with the sales/management team by seeking improvements to marketing-related processes.
- Participate in providing an exceptional customer experience by anticipating issues and responding to opportunities/challenges in a timely manner.

PREFERRED SKILLS

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- Well-organized with the ability to prioritize work and contribute in a fast-paced environment.
 - Ability to think both strategically and tactically.
 - Excellent written and verbal communication skills.
 - Agility – you can think on your feet, learn fast, and grow your skill set where required.
 - Work may be required after hours and on weekends, sometimes on short notice.
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EXPERIENCE / CAPABILITIES

- 5+ years of marketing experience with an Undergraduate degree
- Experience with CRM systems and CMS (e.g. WordPress, Web Flow, Salesforce)
- Experience in B2B Branding is preferred.
- Event coordination experience is an asset.

SEND US YOUR RESUME!

We embrace diversity and offer equal opportunities to all qualified applicants regardless of origin, culture, ethnicity, age, ability, gender identity, sexual orientation, or faith. Thank you to all those apply and those who are short-listed will be contacted.

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all about you.