

## Director of Marketing

### **Catalyst: A Sustainable Marketing & Sales Company**

From the products we represent to the relationships we foster, our team is focused on the future. Servicing the electrical wholesale, lighting, and renewable energy industries in Atlantic Canada, we take pride in excellent customer service, maintaining strong relationships, supporting and understanding our local markets, and being a leader in our industry.

### **Purpose of the Position**

Manage the company's marketing funnel, create and implement marketing strategies, and work with our sales team to improve our brand and online presence. You will manage our social media accounts, website, and e-mail campaigns, and work with the team to grow and maintain our customer relationships.

### **Who We Need**

We are looking for a hardworking, creative, curious, and enthusiastic individual to lead all our marketing activities while our Head of Marketing is away on parental leave.

Do you excel at working independently while being part of a close-knit team; can do it all – social media and digital campaigns, website optimization, creative projects – from strategy to execution; are an excellent writer who thinks in multiple content types?

Are you an excellent communicator, strategic planner, and creative thinker, with an ability to use both data and intuition to inform decisions?

### **Responsibilities:**

- Ensure brand message is strong and consistent across all channels and marketing efforts
- Develop strategies and tactics to boost the company's reputation and drive qualified traffic
- Deploy successful marketing campaigns from ideation to execution
- Experiment with various organic and paid acquisition channels
- Monitor and manage social media platforms and website content
- Produce marketing and promotional materials for various channels, platforms, and audiences
- Manage a content/editorial calendar that attracts a qualified audience (including blog posts, e-mail campaigns, etc.)
- Conduct campaign management for marketing initiatives
- Continue to align marketing efforts with sales goals
- Optimize marketing automation and lead nurturing processes through email, content, and social channels
- Explore new ways to engage and identify new social networks to reach our target buyers
- Run, track, measure, and analyze all initiatives to report on social media ROI
- Write press releases and serve as media liaison
- Participate in the quarterly and annual planning of company objectives

### **Requirements**

- At least three years' successful experience in a similar role
- A post-secondary degree/diploma (or equivalent work experience) in marketing, communications, PR, or journalism
- Up-to-date knowledge and experience in popular and up-and-coming social media platforms
- Leadership skills with the ability to set and prioritize goals
- Experienced writer and multi-media content creator

#### **Considered an Asset**

- Experience creating and implementing strategies for: LinkedIn, Instagram, Facebook, E-mail
- Proficiency in marketing automation and social media software
- Experience with WordPress, HTML/CSS, Adobe Creative Suite, Mailchimp
- Experience selecting and managing outside contractors

#### **What We Offer**

- A results-only work environment (the balance of both independence and accountability)
- Opportunities for continuous learning and development
- 5-day work week with flexible hours
- Opportunities for advance advancement
- A positive and progressive company culture

#### **Working Conditions**

- Must be able to work from home or a suitable location of choice
- Flexible vacation days with a progressive management team
- Monthly cellphone stipend
- Mileage paid

**Job Type:** Full-time, temporary/contract; We anticipate this position beginning April 1 (negotiable), in order to provide a cross-over and training period with the existing Head of Marketing before her parental leave begins.

**Required language:** English

**Compensation:** Based on experience

**Job Location:** Preferably Halifax, Nova Scotia, but accommodation can be made for the right candidate

**To apply:** Send your resume and cover letter to [taylor@catalystsales.ca](mailto:taylor@catalystsales.ca)

#### **Workplace Diversity & Barrier-Free Selection**

- Catalyst seeks to build a skilled, diverse workforce reflective of Canadian society. As a result, we encourage applications from Aboriginal people, persons with a disability, racially visible persons,



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women, persons of minority sexual orientations and gender identities, and all candidates who would contribute to the diversity of our team.

- We are also committed to developing inclusive, barrier-free selection processes and work environments. If at any time in the application or selection process you require reasonable accommodation measures to enable you to be assessed in a fair and equitable manner, please make Taylor aware at the earliest opportunity. All information received relating to accommodation measures will be addressed confidentially.

We thank all those who apply. Only those selected for further consideration will be contacted.

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