
DIRECTOR MARKETING & COMMUNICATIONS

POSITION SUMMARY

As a key member of the Leadership Committee, the Director of Marketing & Communications will report to the President & COO and is responsible for developing and executing a high-impact, targeted marketing & communication plan. This individual must be able to develop and continually refine SuccessFinder's marketing & communication strategy, including target markets and associated competitive positioning.

The successful candidate must be able to demonstrate a keen analytical mind with a drive to find deep consumer insights, and an ability to convert those insights into meaningful marketing actions that drive results. This individual must be able to drive value with tight resources. Working in close cooperation with the other members of the management team and outside agencies, the Director of Marketing & Communications must ensure tight execution of all agreed plans.

Location

Montreal, Quebec

Job Type

Permanent, Full Time

MAIN TASKS AND RESPONSIBILITIES

- Participate, as a member of the leadership committee, in the elaboration of the business strategy & positioning
- Develop and execute annual and quarterly marketing & communication plan and manage associated budget
- Continually deepen understanding of target customers and competitive differentiation
- Lead and improve the brand image, positioning and strategic differentiators and ensure consistency across all platforms.
- Responsible for competitive intelligence and involved in establishing the strategic plan
- Build a lead generation strategy and execute on campaigns that generate a strong pipeline
- Support Sales team and product management in all go-to-market initiatives
- Develop the necessary tools for the sales team (one pager, testimonials, case studies, etc.)
- Manage internal and external communications, including: social media, events and public relation activities
- Manage and develop the content marketing strategy and thought leadership pieces including white papers, webinars and newsletter
- Collaborate with the Client Solution team to build and strengthen key partnerships and relationships with SuccessFinder clients to ensure impactful stories and case studies
- Update external website including administration, copy writing, and content management
- Create meaningful KPI's and a performance dashboard that tracks results

- Manage the use and effectiveness of third-party marketing vendors and external consultants

SKILLS AND EXPERIENCE REQUIRED

EDUCATION:

- Undergraduate or graduate degree in Commerce or Marketing. An MBA is an asset.

EXPERIENCE:

- 10 years of experience in marketing of services, of which 5 in a strategic management role;
- Experience in social media, branding, public relations, lead generation and content marketing;
- Has carried out market analysis and developed marketing service strategies;
- Experience and extensive knowledge in Canadian and US, B-to-B markets;
- HR technology and/or SaaS technology experience is a key asset.

COMPETENCIES & ATTRIBUTES:

- Perfectly bilingual (French and English)
- Strong leadership style and a readiness to directly influence others
- Natural profit awareness and business acumen
- Problem solving style characterized by balancing data-driven critical reasoning and creative thinking
- An ability to communicate on social platforms and through other marketing mediums in a consistent, one-brand voice
- Exceptional writing and editing skills, as well as the ability to adapt the style, tone and voice to our business' various types of content
- Self-directed with a strong work ethic and the ability to manage multiple priorities and perspectives
- Excellent interpersonal communication and relationship building skills.
- Very comfortable working collaboratively with multidisciplinary high-performing teams
- Proven project management skills and ability to deliver projects on schedule
- An individual with unquestioned business ethics and personal integrity
- Familiar with the Agile methodology
- Comfortable using different technologies and software

ATTRACTIONS

- To join an agile fast-paced growing organization in the high-technology market
- To lead marketing strategy and execute on initiatives that provide real tangible benefits to our clients and larger community.
- To thrive in an entrepreneurial culture that rewards initiative and results

- To serve in an organization that not only supports your giving back to the community, but models and respects it
- To join a collegial and supportive work environment characterized by integrity and respect.

THE COMPENSATION

A competitive compensation package, including equity, awaits the successful candidate.

COMPANY DESCRIPTION

Based in Montreal, SuccessFinder is a technology company specialized in human resources. It helps companies of all sizes and industries significantly improve their agility and efficiency to recruit, develop and promote talent. In addition to its ease of use, SuccessFinder's unique and sophisticated platform helps organizations put the right people in the right roles, increasing their employees' productivity and retention rate, while maximizing their satisfaction at work.

SuccessFinder already has multiple multinational clients throughout Canada and the United States and is currently experiencing significant growth in HR Tech and 3rd generation psychometric assessments. The company can count on its strong team of PhDs in Organizational Psychology as well as its software developers to constantly refine its cloud-based platform and its predictive performance. SuccessFinder is positioned in the market as a key interface between best practices in talent analytics and machine learning.

Check out our website at www.successfinder.com

To submit your application, please forward your resume to:
carrieres@successfinder.com