

MARKETING MANAGER

JOB POSTING



Are you ready to make a difference in your life and in the world? Would you like to join a team of passionate people who are already doing that? At KRYTON International, we are helping the world change by building concrete structures that are not only waterproof, but more durable, efficient and sustainable than ever before. KRYTON is the inventor of the world's first crystalline waterproofing admixture for concrete and we have permanently changed the way concrete structures are built in every corner of the globe. It's the extraordinary people on our team that have made all the difference and we have proven it by winning the *10 Best Companies to Work For in BC* Award 4 years in a row. Maybe you could join our continuing success story.

As a member of the KRYTON Team, **WE OFFER:**

- Profit Sharing
- Attractive Salary
- 100% MSP Coverage
- Extended Medical and Dental Coverage
- Vision Coverage
- Retirement Plan
- Group Travel Incentive
- Company Sponsored Events
- Teambuilding Activities
- Fitness Gym
- Free Parking
- Plus more...

MARKETING MANAGER

A Full Time, Permanent position, based in Vancouver, British Columbia, the **Marketing Manager** will directly report to the Director of Marketing and will assist in the development and execution of marketing strategies in generating sales qualified leads, creating brand awareness and providing support to distributors. Collaboration with other departments is necessary to keep in alignment with corporate objectives as a group.

The Marketing Manager will supervise a team and ensure the team is effectively promoting the company, its products and addressing the target audience with customized messaging in all campaigns. Critical thinking, team alignment, budget tracking and data analysis are part of key objectives.

The main responsibilities of this job, among many other duties are:

- Setting high-level goals for lead generation and developing corresponding strategies and tactics.
- Supervise, train and assign responsibilities for select roles, providing feedback and conducting performance reviews
- Participate in the development of marketing plans (traditional, digital and social), Lead Generation and Go To Market strategies
- Develop detailed marketing plans for all media channels and sales teams
- Manage planning and digital promotion of tradeshow, events, conferences held in different parts of the world
- Oversee the creative development of promotional material, website content, advertisements and other marketing-related projects from start to finish
- Communicate with media buyers, advertising agencies, printer and other services for marketing projects
- Liaise with Territory Managers in representing solutions and benefits of Kryton's brand and products in trade shows and events
- Work within the departmental budget in developing cost-effective marketing plans for products or services
- Maintain, report and manage campaign analytics, metrics and reporting. Produce ROI reports
- Adjust marketing campaigns and strategies as needed in response to collected data and other feedback

REQUIREMENTS

- **Experience:** 3 - 5 years' experience in a senior marketing position function is a must;
- **Education:** Degree or diploma in marketing, business or 5 years marketing management experience
- The ideal candidate brings a combination of strong digital marketing skills, marketing management and industry experience
- The ability to assign and manage projects until completion and fruition and ensure top-quality work is delivered on time and within budget
- The ability to execute multiple projects simultaneously while enduring possible interruptions
- Knowledge of digital marketing, tools, including: Lead generation, SEO, Social Media marketing, creative writing, content marketing, lead management, subscriber acquisition and retention, CRM, database marketing
- Knowledge of web development and marketing, including: business-to-business web site development with a combination of technical and practical knowledge to ensure successful integration and execution using cross functional departments
- Ability to drive brand awareness and develop a traffic generation digital strategy
- Develop collateral and sales tools, including presentations, demos, and write-ups
- Ability to support creative teams such as content creation and content strategy
- Excellent written and oral communication in English and the ability to write/execute creative and project briefs is a must. Mandarin speaking an asset
- Deep knowledge and experience in market research, data analytics and marketing ROI

If you are driven to succeed, please **email your cover letter and resume in WORD or PDF format to people@kryton.com, citing "Marketing Manager" role in your subject line.** We thank all applicants, however, only those to be selected for an interview will be contacted. Preference will be given to those with relevant experience in marketing management and leadership.