

# DIRECTOR OF MARKETING

## JOB POSTING



SMART CONCRETE®

Are you ready to make a difference in the world? Would you like to join a team of passionate people who are already doing that in all major markets around the globe? Do you thrive on the challenge of experiencing and understating varied cultures and business environments and creating effective marketing campaigns tailored for specific international regions? 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 as well as 4 Marketing Awards. Are you the one who will join us and lead our marketing team to drive our global brand strategy forward and continue to grow our 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...

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Knowledgeable and experienced in marketing B2B products, you bring relevant experience in global business development within the distribution channel sales environment. You have a true affinity for marketing technical construction building products or experience with similar industrial products and solutions. An inspiring team leader, you are a smart strategist and a hands on tactical marketer. You have developed, implemented and used KPI's to Measure a strategic marketing plan and budget, which included a highly effective and targeted marketing communications program aligned to the strategic plan. Having direct accountability for the tactical implementation and measurement of the marketing plan, you oversee digital marketing, lead generation, promotions, trade events, advertising, direct marketing, publications, newsletters and collateral materials, public relations, co-op programs and global market research. You are a consummate team player and contributor to your organizations. In this role, you will manage and motivate a group of high performers tasked with creating cohesive marketing initiatives. You will inspire your team to design and implement compelling, impactful programs that bring new prospects and customers to Kryton while continuing to build the Kryton brand though-out the globe. This is an opportunity for a natural leader.

#### Responsibilities

1. **Marketing Strategies and Budgets** -Responsible for creating, implementing and measuring the success of a comprehensive and strategic global marketing plan in conjunction with the sales and business development departments
2. **Marketing Communications** -In collaboration with the Sales team, create, implement and measure a comprehensive marketing communications program and calendar of events focused on building Kryton brand awareness and lead generation in priority markets and segments.
3. **Market Research** -Initiate the regular execution of relevant market research studies to determine market requirements for existing and future products.
4. **Public Relations and Media Relations** - Create PR and media relations programs that promote Kryton's image and position within the marketplace, business community, our target audiences and influencers.
5. **Employee Development and Leadership** - Direct the hiring, training, career development and performance evaluation of Marketing staff of 4 and oversee their daily activities.

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#### Qualifications

**Experience:** 10 years or more of hands-on diverse marketing communications experience, with at least 5 years in a senior marketing management role. Experience in business to business marketing, ideally within the building products sector; or familiarity with a manufacturing or technical products environment is preferred

**Education:** Bachelor in Communications, Marketing or Business Administration or equivalent professional qualification

#### Skills and Attributes

- Our ideal candidate must be a "roll-up-the-sleeves", "hands-on" marketer with a proven track record of success in leading, developing, hiring, motivating and mentoring high-performance marketing teams, bringing the following:
- Highly strategic, curious and analytical mind: able to move from the strategic to the tactical and maintain focus on strategic priorities while executing on the details
- Problem analysis and problem solving abilities

Kryton International Inc.

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- Savvy understanding of online marketing supported by hands-on experience developing a successful online marketing campaigns through a high-performing website and appropriate use of social media channels
- Exceptional team leadership and mentoring skills with track record of promoting a positive, productive and engaged work culture within and across teams
- Exceptional interpersonal, teamwork and culture-building skills with a strong customer service orientation
- Proven project management skills; exceptional organization, planning and time management skills
- Knowledge of multiple media production techniques, including developing web based videos demonstrating products and processes, audiovisual, broadcast and interactive media
- Excellent oral, written and visual communication skills including above average presentation skills
- Persuasive and innovative with proven negotiation skills

If you are driven to succeed, please **email your cover letter and resume in Word or PDF format to [people@kryton.com](mailto:people@kryton.com) citing 'Director of Marketing role in your subject line.** We thank all applicants, however, only those to be selected for an interview will be contacted.