



## Marketing & Communications Manager

Do you want to work for a company that builds clean, healthy indoor air environments? BGE is looking for an experienced, growth-oriented marketing professional to work alongside our sales and product teams to help drive our company's strategic growth objectives.

Our ideal candidate for this role will encompass and live our core values of: **Together We Are Better, Striving For Excellence, and Be the Experts.**

Reporting to the VP of Sales & Marketing, this position will lead our marketing and communications function and is responsible for developing and executing the company's strategic marketing plan. We are shifting from a general marketing and sales approach to a more targeted vertical-specific strategy that drives customer value & market share growth in the different industries that we serve. With a deep understanding of how marketing & sales work together, you will develop and execute vertical-specific marketing plans that achieve or surpass customer and revenue growth targets. You will also help to plan and oversee customer service and retention programs that ensure existing customers remain loyal to BGE and refer us to their friends, family, and networks. This position is flexible to be located out of our Edmonton, Calgary, or Vancouver branches.

### The Company:

BGE provides services and products to organizations that care about clean air. Through our focus on strong customer relationships, plus fully integrated service and product offerings, BGE delivers industry knowledge and advisory support that enables organizations to build and maintain clean, healthy indoor air environments.

### Responsibilities:

- Develop effective marketing plans and programs for BGE's brand, products and value-added services, including the development of vertical-specific marketing strategies and collateral that will help grow our market share and revenue in our chosen verticals.
- Working with the VP of Sales & Marketing and other sales leaders, assist in the development of annual sales growth plans and the complimentary marketing plans across our different vertical segments.
- Conduct market research into BGE's chosen target verticals and incorporate those research findings into the development of smart marketing strategies & tactics.
- Identify new and effective ways to reach our chosen target markets and to communicate effectively with customers and prospects in those markets.
- Develop lead-generation and lead-nurturing programs that generate a robust pipeline of customers/opportunities for our sales team.
- Plan, manage, and execute on marketing and communications strategies and tactics in a way that will support healthy revenue growth.

- Be our chief brand ambassador and oversee the development and continuous improvement of all branding and communications collateral (website, product materials, sales collateral, case studies, etc.).
- Plan and manage our investments and participation in industry associations, tradeshow, and events.
- Measure and monitor marketing and sales KPI's to ensure marketing strategies are effective and that they support the company's objectives.
- Working with our Corporate Customer Service Manager, develop and champion customer retention programs that help us continually evolve our services and relationships with customers.
- Gather, analyze, and share short and long-term market intelligence through understanding key economic and market drivers, tracking changes in markets and competitors, and identifying customer needs and trends.
- Understand the market and competition, ensuring our business and our teams stay current with market directions and trends.
- Maintain a deep understanding of our products and value-added services and be considered a corporate expert and go-to resource for product, service, and market information.
- Hire, train, and provide leadership and support for your team members and contracted resources, including at this time one Marketing Coordinator, one Junior Marketing Coordinator, and various contract agency resources. As BGE is a growing company, we expect your team and scope to grow over time.
- Set up, document, maintain, and continuously improve the company's marketing processes, templates, and tools.
- Develop, plan, and oversee our digital marketing, thought-leadership, and social media strategies.
- Maintain positive, collaborative relationships both within your team and with other leaders and staff across all functions of BGE.
- While you will have some staff and contracted resources reporting to you, your direct team is not large so you must be comfortable (and even thrive on) toggling between strategy, planning, leadership, and hands-on execution.

## Qualifications/Experience:

- Degree in business, marketing, or a related discipline.
- Min 5-7 years of direct marketing experience, preferably B2B.
- Min 2-3 years of marketing management/leadership experience is preferred.
- Experience working with marketing agencies / contracted resources.
- Great business acumen, strategic thinking ability, and financial understanding.
- Experience with revenue-growth strategies.
- Strong planning and project management skills.
- Outstanding communication (verbal, written, presentation) and interpersonal skills.
- Excellent business writing skills are a must.
- Ability to travel (mostly Western Canada, occasionally USA). Expected low to moderate travel (less than 20%, e.g. <1 week/month).
- Expert command of MS Office Suite (Word, Excel, PowerPoint) is a must.
- Experience with Adobe Suite (Photoshop, InDesign) is an asset.
- Experience with CRM and/or Marketing Automation software (e.g. HubSpot or Pardot) is a definite asset.

## What we offer:

- Competitive compensation
- Benefits package and RRSP matching program
- Supportive work environment
- Opportunities for training and development

When submitting your application, please include within your cover letter which one of our core values (Together We Are Better, Striving For Excellence, or Be the Experts) stands out to you the most and why.

Please submit your resume and cover letter to [careers@bgecleanair.com](mailto:careers@bgecleanair.com) and reference the job title and location when you apply.

*BGE hires on the basis of merit and is committed to employment equity. We encourage all qualified persons to apply.*

*We would like to thank all applicants for their interest in this position; however, only those selected for interviews will be contacted.*