



Marketing Campaigns Manager

Do you want to work for a company that helps build clean, healthy indoor air environments?

The Marketing Team at BGE is taking the next step in its journey to demonstrate the importance of clean air. We are looking for a **Marketing Campaigns Manager** that will be responsible for implementing and executing high-performing marketing programs to increase awareness in the market and ultimately drive pipeline and revenue in alignment with our company growth objectives.

If you enjoy building process and programs to help companies grow, and love a dynamic, fast-paced environment, then we want to hear from you. **Will consider candidates in Calgary and Edmonton.** Possibility for remote employees in other jurisdictions.

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.**

The Company:

BGE provides services and products to organizations that care about clean air. Through its focus on strong customer relationships and an integrated service and product offering, BGE delivers industry knowledge and advisory support, enabling organizations to build and maintain clean, healthy indoor air environments.

Responsibilities:

- Build data-driven marketing campaigns that successfully engage BGE's buyer personas; and ultimately generate and accelerate sales opportunities and pipeline.
- Execute go-to-market product launches, seasonal and geo-centric campaigns to key markets across channels.
- Adept at marketing technology tools that help map the prospect-to-lead-to-sale journey.
- Contribute to the formation of an Account Based Marketing (ABM) program tailored to top enterprise accounts.
- Designing programs with the outcome in mind, leveraging existing tools to ensure tracking and reporting is available; provide results on a continuous basis, pivoting the plan if needed.
- Identifying opportunities for new content and campaigns that will drive engagement across the buying journey.



Qualifications:

- 7-10 years of progressive experience in B2B demand generation marketing campaigns.
- Degree in business, marketing, communications, or related field.
- Ownership of end-to-end campaign planning from execution to measurable results.
- Experience working closely with sales departments and product subject matter experts.
- Experience with marketing technology tools and CRMs.
- Knowledge of key marketing principles, including content marketing, digital marketing, creative development; project management experience working on a variety of marketing campaigns simultaneously.
- Familiarity with account-based marketing strategy and concepts; Demonstrated success in partnering and building a successful relationship with sales.
- Experience with channel marketing programs.
- You feel comfortable in a smaller, fast-growing organizational structure and can handle elements of ambiguity as the company's marketing department expands.
- Excellent influencing and consensus-building skills.
- Strong written skills.
- Proficient in MS Office Suite.

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 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.