



## JOB OFFER - MARKETING MANAGER

**Entreprise :** Symetris

**Ville :** Montreal, Plateau-Mont-Royal, near Mt-Royal Metro

**Poste :** Marketing Manager

After 15 years in the shadows, Symetris is ready to put forward its position of leader in his field! The keystone of this strategy is hiring an experienced marketing manager. Are you up for the challenge?

### *Job description*

Full-time with flexible schedule.

Symetris helps its clients to formulate and execute their digital ambitions. Known for our efficient project management, our methodology has guaranteed the success of enterprise-scale projects in complex ecosystems for the last 15 years.

The Marketing Manager's role is to influence and execute Symetris' marketing strategy with final objective to increase brand awareness in order to generate more inbound leads for the sales pipeline.

This is a new position at Symetris, and therefore an amazing opportunity to have a great impact and to set the foundations for the future of the new marketing department.

Reporting to the Marketing Director, the Marketing Manager's responsibilities include:

- Execute the marketing plan
  - One of the first projects : orchestrate our website's redesign!
- Identify, deploy and measure effectiveness of marketing tactics
- Content creation
- Manage calendar of communications activities
- Manage/optimize AdWords and other campaigns
- Offer support to the sales team by creating tools necessary to build profitable and durable business relationships

- Align employer branding to facilitate recruitment
- Establish key performance indicators, and offer recommendations based on results
- Competitive intelligence and benchmarking
- Administrative tasks

### *Requirements*

- ✓ University degree in business administration, marketing or equivalent
- ✓ 5-7 years of significant experience, including 2 years in digital marketing
- ✓ Good analytical skills, able to see things strategically, doesn't get bogged down in the details
- ✓ Able to work on multiple projects simultaneously while managing priorities
- ✓ Capability to manage projects and deliver results within budget and schedule
- ✓ Willingness to learn, adaptability, autonomy, initiative and attention to detail
- ✓ Excellent communication skills & teamwork
- ✓ Fluent in French and English (written and spoken)
- ✓ Leadership, initiative and accountability
- ✓ High emotional intelligence (capability to manage stress with grace)
- ✓ Enthusiastic to contribute to the continuous improvement of the team
- ✓ Motivated to work in a growing small business

### *Why work at Symetris?*

Dedicated and dynamic, collaborative and friendly, our team believes that the human experience should be put at the centre of technology. Each employee has a real impact on the company's future.

As for our everyday lifestyle, our legendary "5@7 jeudi découvertes", our rewarding team-building activities, our wacky theme days and our Mario-Kart-lunches are appreciated by all.

It all comes down to our values (heart, discipline, expertise and transparency) which guide our decisions and are the reason why your future teammates are as thick as thieves.

More information on [www.symetris.ca](http://www.symetris.ca)



*How to apply?*

Send your application to : [jobs@symetris.ca](mailto:jobs@symetris.ca)

Please include :

- Your C.V.
- A presentation letter
- A description of a marketing project you are particularly proud of and the results you obtained with this initiative