



Marketing Manager

Richmond Hill, Canada

DMTI Spatial, a member of the Neopost group, is the Canadian market leader in location based information and data quality. For almost 20 years, DMTI Spatial has been providing industry leading location economics and Master Address Management (MAM) solutions to Global 2000 companies and government agencies. DMTI Spatial is the creator of market leading CanMap® mapping solutions, award-winning Location Hub® and maintains the gold standard for GIS location-based data in Canada. DMTI Spatial is headquartered in Markham, Ontario.

What are we looking for?

The Marketing Manager is a brand new position, reporting directly to the General Manager and is entrusted with the local implementation and management of all localized events, campaigns and marketing material. This is an exciting opportunity for someone to be both an individual contributor and lead the marketing function.

The Marketing Manager is responsible for increasing DMTI's brand awareness and making a direct contribution to field marketing and new business development activities. He/she will also work in coordination with a global marketing department and world-class sales team to execute leading marketing programs such as (but not limited to) conferences and events, web seminars, email campaigns, internal training meetings, and online marketing campaigns. The Marketing Manager will also help with key content creation including: printed flyers, Web, white papers – and work with external suppliers and printers. Marketing Manager will also work with Digital Marketing Manager for online programs such as search engine marketing and social media outlets.

Key Responsibilities:

- Drive demand creation programs
- Help produce customer-facing marketing materials
- Manage list building function to relevant and non-competitive companies
- Update, research and validate lead contact information within database
- Evaluate and optimize effectiveness of marketing campaigns
- Gather and present marketing metrics/reports during the quarterly business review meetings
- Define and execute lead nurturing campaigns
- Assist corporate marketing team with press relations activities – share regional press coverage and (if required) interact with local press agencies
- Manage all “in person” marketing events such as seminars, roundtables, tradeshow, executive gatherings, etc.
- Ensure proper usage of sales/marketing systems for assigned region (CRM, email automation, Web content management, etc.)



- Track marketing department invoicing and integration with corporate finance department
- Manage multiple simultaneous projects, involving both internal and external resources outside the marketing department

Key Qualifications:

- Higher Vocational Education and/or Marketing degree
- 3-5 years of Marketing and communication
- Experience in B2B Software Industry
- End to end campaign/event execution – definition, planning, execution, reporting
- Exceptional writing skills – ability to generate and edit audience appropriate copy for marketing programs
- Proficiency in MS Word, Excel, PowerPoint, and Photoshop.
- CRM database environment experience (ideally Salesforce.com)
- Proficiency in internet & direct marketing platforms, such as email marketing (such as Pardot, Marketo), and search engine optimization tools
- Must be an independent thinker and work in a fast-paced environment
- Experience working with sales and a global marketing team