

Job Title: Marketing Manager
Job Type: Full Time
Start Date: Fall 2024
Job Location: Montreal, Canada

Are you looking for a new challenge in a fast-growing, dynamic high-tech company?
Join us!

VuWall is a leader in video wall control systems, providing solutions for seamless visual collaboration in control rooms, security operations, and corporate environments. We are a privately held company headquartered in Montreal with US and European subsidiaries. With customers in more than 45 countries, we have deployed over 5,000 projects in many Fortune 500 organizations, government agencies, utility, transport, and security companies including the US Departments of Transportation, NASA, Canadian Space Agency, European Commission, Sydney Rail, Porsche, Daimler, L'Oréal, SNCF, FIFA, and throughout federal, state and local governments.

JOB DESCRIPTION

We are seeking an experienced B2B Marketing Manager to join our dynamic marketing team. The ideal candidate has experience in technology solutions, preferably in the ProAV or IT space. We are looking for a dynamic individual, ready to roll up their sleeves and drive our marketing efforts to new heights. The Marketing Manager will be reporting directly to the Vice President of Marketing, and will be responsible for developing and executing comprehensive marketing strategies to increase brand awareness, generate leads, and drive customer acquisition and retention. This role requires a deep understanding of B2B marketing, exceptional writing skills, and a proven track record in managing successful marketing campaigns.

MAIN RESPONSIBILITIES

- Develop and implement marketing strategies aligned with company goals.
- Lead the creation and execution of multi-channel marketing campaigns (digital, content, email, social media, events, etc.).
- Conduct market research to identify industry trends, target audiences, and competitive landscape.
- Manage and optimize the company's online presence, including website, SEO, and PPC campaigns.
- Collaborate with sales teams to create lead generation strategies and support sales initiatives.
- Oversee the creation of compelling content, including case studies, blog posts, videos, and social media updates.
- Analyze marketing performance metrics and optimize campaigns for better ROI.
- Stay updated on industry trends and emerging marketing technologies.
- Manage marketing schedules and deliverable deadlines.
- Occasionally travel to tradeshow and VuWall office in Atlanta
- Support the marketing team with event planning and coordination as needed.

QUALIFICATION REQUIREMENTS

- Bachelor's degree in Marketing, Business, or a related field.
- 5+ years of experience in B2B marketing, preferably in the software, IT and/or ProAV industry.
- Proven track record of developing and executing successful marketing campaigns.
- Strong understanding of digital marketing, content marketing, and lead generation strategies.
- Excellent written and verbal communication skills in English.
- Proficiency in marketing automation tools, CRM software, and analytics platforms.
- Ability to analyze data and make data-driven decisions.
- Strong project management skills and ability to manage multiple projects simultaneously.
- Creative thinker with a passion for innovation in marketing.
- Basic understanding of SEO, SEM, and Google Analytics is an asset.
- Strong organizational and time-management skills.
- Creative mindset with attention to detail.
- Ability to work independently and collaboratively.

EMPLOYMENT BENEFITS

- Competitive salary with comprehensive health, dental and 401(k) plan
- Mentorship and professional development opportunities.
- Fast-growing company with state-of-the-art technology.
- Collaborative and dynamic work environment
- Exceptional company culture.
- Free: parking, coffee, and snacks.

TO APPLY

Click here to email your CV to
careers@vuwall.com