



You're ambitious, driven, and off the charts cool. So are we.

## Marketing Manager

Winnipeg, Manitoba  
Full Time

You are likely obsessed with results but also enjoy the strategic planning and creative scheming that happens beforehand. You don't mind taking risks but are insightful enough to quickly change direction if the campaign is not working. You're skilled, motivated, resourceful, and want your work to make a difference. (Also, you can probably write this job ad better!)

### OVERVIEW

As our Marketing Manager, you will play a key role in the growth of the company by developing and executing marketing strategies to increase leads and strengthen product recognition.

Using your creativity, experience, and resources, you will take current lead generation campaigns to the next level and create new ones that will build and cultivate prospect relationships. You will drive the alignment of marketing programs to sales goals and overall company objectives.

You will get to work with awesome people. You will provide leadership and support to the marketing team, as well as collaborate with other departments to ensure consistency of brand representation. You will be an enthusiastic ambassador, responsible for telling the world (and the whole team) the story of our products and why we do what we do.

You will take ownership of tasks and drive projects to completion - tracking progress and learnings along the way - and you will be proud of what is accomplished.

### REQUIREMENTS

The right candidate will be a data-driven marketer who can own the operational side of marketing campaigns. You may be the one we are looking for if you have/are:

- Post-secondary education or related experience
- Strategic thinking and are highly motivated to achieve targets
- Proven ability to use data to inform and make optimized decisions
- Strong communication and interpersonal skills
- Familiarity with business to business (B2B) and/or software as a service (SaaS) marketing
- Experience with Microsoft Office (Excel, Word), marketing automation software, CRM, HTML
- Working knowledge of Google Analytics or similar
- Collaborative, organized, and detail-oriented

### ABOUT US

We make software to empower and inspire Canadian organizations (and we don't just throw those words around lightly). Our two main platforms: IBEX Payroll and the Inclusion System are focused on making life easier for small businesses and developmental services agencies, respectively.

We're no run of the mill company - we're quirky, weird, and full of personality - but we always stay true to our values and work hard to help our customers be their best. That's our way.

Interested in this challenge? To join our team, please submit your application, consisting of a resume and cover letter, to [recruiting@ibexpayroll.ca](mailto:recruiting@ibexpayroll.ca)

Application closing date: August 21, 2017