

Marketing Manager

Our Company

BrandActive specializes in the financial analysis, strategy and logistics of rebranding implementation for organizations undergoing a brand identity change due to a rebranding program, an acquisition, merger, or spin-off.

Our services combine industry leading analytics with a unique and proven methodology that provides our clients with the information needed to make sound financial decisions, and save time and money. Since 1998, BrandActive has scoped, budgeted, planned, and executed brand change for many of the world's most valuable brands.

BrandActive delivers world-class rebrand implementation expertise to clients in all industries, with specialization in healthcare, financial services, energy, mining, and telecommunications. BrandActive has worked in over 110 countries, providing North American clients with global operational reach.

Our goal is to build a unique company; a company that provides an experience where people are valued for who they are and what they contribute, are supported and challenged in their growth and feel proud to be part of BrandActive. We do a great job with great people and have a great time doing it!

BrandActive continues to grow and expand. To meet the needs of our clients we have the following opportunity.

The Opportunity

BrandActive is growing and we have an immediate opening for a Marketing Manager working in our head office in downtown Toronto. This is a great opportunity to work with a very dynamic and experienced team in a full-time, permanent role.

Reporting to one of BrandActive's Partners and in collaboration with the Coordinator, Client Services and Special Projects, you will take the lead in all Marketing activities of the firm, excluding conferences and campaigns that support Clients Services outreach. Additionally, you will ensure consistency in BrandActive's Marketing communications.

Responsibilities

Your responsibilities will include but not be limited to:

- Write case studies based on existing templates and manage all aspects of the development of execution of case studies including working with design firm
- Collaborate with design firm on updates to BrandActive's website (e.g., Creation of Careers page)
- Collaborate with third party consultant to oversee Google AdWords campaign, and lead supporting corresponding activities (ex. Develop landing pages for campaigns)
- Develop and execute LinkedIn strategy including competitive research, posting content, upkeep of firm's LinkedIn engagement program, etc.
- Manage firm blogs including competitive research, identifying topics, working with writers and internal SME's to facilitate writing of blogs, choosing imagery to accompany blogs, posting to website, etc.
- Work with third party consultant to oversee/monitor SEO activities
- Work effectively with designer to update Brand Guidelines as required
- Other Marketing initiatives, as needed.

Qualifications

- University degree in Marketing/Business
- Minimum 5 years' experience in a Marketing-related role, preferably in a professional services firm
- Skilled at briefing creative teams, evaluating creative, and managing creative process
- Exceptionally resourceful and a self-starter with the ability to work well independently
- Excellent written communication skills – including a demonstrated ability to write and edit blogs, newsletters, articles, and other clear, high impact communications
- Highly-motivated with an enthusiasm for leadership and decision-making
- Experience overseeing AdWords, SEO and LinkedIn campaigns – strongly preferred
- Experience with development and/or management of brand guidelines – strongly preferred

Compensation

BrandActive offers a competitive compensation package including a comprehensive benefits plan. Salary commensurate with experience and education.

Start Date

Immediately

Location

Downtown Toronto

Contact

<https://www.fitzii.com/apply/18023?s=fc>