

JOB DESCRIPTION: Marketing Manager, Demand Generation

Title of Position	Marketing Manager, Demand Generation
Department	Marketing
Immediate Supervisor	Marketing Manager, Content Strategy
Location	Blainville

Summary

Under the supervision of the Marketing Manager, Content Strategy, the Marketing Manager, Demand Generation plans and executes strategies to drive awareness and demand for the organization's key cybersecurity offerings, throughout the buyer's journey, in the organization's products and/or services on a global scale. The Manager also collaborates with multiple teams within and outside of the organization to promote the Hitachi Systems Security brand and develop strategies to generate qualified leads in line with the organization's overall business objectives.

Roles & Responsibilities

- Demand Generation and Lead Generation:**
 In line with the strategic direction of the organization and in support of the overall marketing strategy, develop, manage, and implement comprehensive strategies and build experiences, to raise awareness, improve brand position and recognition in the industry, as well as increasing lead generation using inbound and outbound marketing tactics to engage, inform, activate and convert leads to MQLs/SQLs.
 Plan and execute multi-channel and multi-touch demand generation programs and campaigns across multiple channels (website, SEO, display/retargeting, social media, email marketing, influencer marketing, account-based marketing, SEM/PPC, webinars).
 Build audience segmentation strategy and develop nurturing campaigns, re-engagement campaigns to move leads down the funnel, update or clean up database.
- Lead Management:** Have a deep understanding of sales and marketing funnels and the buyer's journey. Develop and maintain effective lead scoring model to qualify prospects, rank MQLs prior to passing them on to sales, track and manage the lead flow by creating workflows to notify sales, follow up on leads and opportunities;
- Sales Enablement:** Work closely with sales to set goals, manage lead flow, lead scoring to ensure campaign alignment and execution, increase conversion rates at each stage of marketing and sales engagement, provide email templates and recommendations to facilitate communication with prospects and customers. Work in collaboration with sales, product management to produce content and generate new opportunities with strategic target accounts;
- Content Creation & Design:** Design landing pages, emails, infographics, newsletters, blog articles, visuals, ad copy and webinar content to support the execution of campaigns.

- **Product/ Service Launch Campaigns:** In collaboration with the R&D/Operations/Product Management team, handle the promotion of new products and services with effective marketing campaigns, spanning across multiple pre- and post-launch activities for internal and external audiences;
- **Website Management and Optimization:** responsible for maintaining and updating website content and assets in CMS, ensuring website performance and security, improving the user experience in terms of design, navigation and functionalities;
- **Analytics and Reporting:** Collect data from multiple sources, measure, analyze, interpret metrics and report on programs and campaigns.
- **Vendor management:** manage projects with freelancers/agencies to support marketing efforts (design/illustrations, SEM, video production, web development, hosting provider, lead generation)
- Keep up with marketing best practices to implement new ideas and strategies in order to generate growth.

Required Qualifications

- Bachelor's degree (or higher) in international business, marketing or related field;
- 5+ years of experience in B2B marketing required;
- Knowledge of the IT/ cybersecurity industry considered an asset;
- Deep knowledge of Marketing Automation (HubSpot an asset);
- Google Analytics/ Ads certifications considered an asset.

Skills and Competencies

- Extensive experience in all aspects of developing, maintaining and managing marketing strategies to meet organizational objectives;
- Strong project management skills with demonstrated ability to multitask and set priorities within tight deadlines and high customer expectations;
- Ability to effectively present information to executive management, public groups, and/or boards of directors;
- Excellent written and verbal communication skills in French and English (bilingualism is required);
- Strong analytical skills and ability to evaluate marketing program performance;
- Excellent sense of autonomy and initiative;
- Strong organizational and interpersonal skills;
- Excellent competencies in MS Office (Outlook, Excel, Word, and PowerPoint);
- Competencies in common marketing and sales tools and software, including social media, Google Analytics, Ads, WordPress, GotoMeeting, Salesforce;
- Understanding of HTML and CSS.

We offer:

- Thorough in-house, expert training on cutting-edge technology;
- State-of-the-art IT equipment;
- Dynamic work environment in new and modern office;
- Employee Referral Bonus;
- Group insurance plan;
- Team spirit and dedication to service excellence;
- Sense of belonging to a global, brand-name organization.