

Marketing Manager

Position

S. Chand Harcourt is a young energetic company that has been growing steadily since its inception in 2008. We are now seeking to establish a cohesive marketing strategy to support the ongoing organisational growth and as such require a senior marketing person to lead this initiative. We are looking for a seasoned and experienced manager with proven marketing experience. The Marketing Manager will report to the VP Operations and is responsible for establishing all aspects of the company's marketing strategy across the corporate S. Chand Harcourt, Destination Success K-12 and RISE Learning Centre brands. The marketing manager role is focused on the development, establishing and maintenance marketing strategies to meet organisational objectives including the effective management and monitoring of the marketing, advertising and promotional activities of the organisation. The marketing emphasis is brand awareness and sales lead and support focused.

Responsibilities

- Strategic planning including corporate positioning market and competitive analysis, customer segment selection and penetration plans, and related product positioning.
- Oversee marketing communications including branding, public relations, advertising, white papers, trade shows, seminars and events collateral materials, analyst and market research management, and website design and content either directly or on an outsourced basis.
- Define and direct marketing programs for demand creation, lead generation and interface with Sales VP for lead tracking and management.
- Work closely with VP Sales and Product Development department to develop and manage channel and partner strategies and programs.
- Input in the product development process including market and customer research for market and product requirements, interface with engineering for product development, product pricing and product lifecycle management.
- Oversee product marketing including product launch management, sales training, presentations, sales tools, competitive analysis and general sales support.
- Develop and manage the company's entire marketing budget.
- Define and manage the appropriate marketing organisation for the company's maturity and size.
- Develop and track metrics and success criteria for all marketing programs and activities.

Requirements

- 10 years marketing experience in comparable industries with 4 years in a senior management position.
- Ability to plan and manage at both strategic and operational levels.

- Exceptional track record of developing and implementing marketing and sales strategies that have consistently met or exceeded planned objectives, providing personal leadership through example.
- Ability to work collaboratively with colleagues and staff to create a results driven, team oriented environment.
- Demonstrated ability to manage often outsourced marketing activities (PR, corporate identity system, website, etc.)
- Substantial experience working with business and industry press.
- Strong strategic planning and analysis skills in sales, marketing, and business (competitive) strategy.
- Extremely effective public speaking skills and presence.
- Capacity to assume more significant executive responsibilities over time.