

WE'RE HIRING!

Marketing Manager

- 🕒 Part-time (2.5 days a week)
Freelance/contract considered
- 📍 Remote - any locations in Canada

POSITION OVERVIEW

Reporting to the Principal, the Marketing Manager will be responsible for developing and executing marketing activities aligned with ethree's marketing strategy. This role involves everything from website enhancements and Google Ads campaigns to trade show activity and conference attendance. The Marketing Manager will work closely with our clients to understand their needs, increase our reach, and showcase our offerings effectively.

WHO WE ARE

At ethree, we are a people and HR consulting company helping our clients handle 'the tough people stuff' at work. We specialize in providing innovative solutions tailored to our clients' unique needs. Our team is dedicated to delivering top-quality service by practicing our core values of Partnership, Realism, Expertise, Availability, Creativity, and Holistic Thinking. We believe in working collaboratively, focusing on practical solutions, and always putting our clients first. We are looking for a marketing manager to help raise awareness of the great work we do!

WHAT WE OFFER

We are a small team with high energy and impact! We recognize our team.

- A salary and benefits package that reflects your experience and value.
- RRSP matching.
- Generous vacation policy and personal days.
- Remote working. Our team all work remotely and enjoy a significant amount of flexibility.
- Continuous learning opportunities, including access to courses and certifications.
- A diverse and welcoming workplace where everyone's contributions are valued.
- Regular virtual team-building events and a collaborative workspace where our team are valued and appreciated.
- The chance to work on meaningful projects that make a real difference to our clients.

KEY RESPONSIBILITIES

Marketing Strategy Execution: Implement marketing activities aligned with our overall marketing strategy, including website enhancements, Google Ads, and other online advertising.

Client Engagement: Understand our clients, identify how to reach them effectively and demonstrate the value of our services.

Collaboration with Graphic Designer: Work with our on-staff graphic designer to create appealing marketing materials that showcase our business and resonate with our clients.

Website Management: Maintain and update ethree websites with new content and materials, ensuring relevance and up-to-date information.

Outreach Activities: Manage lead generation email campaigns, trade show participation, and other outreach activities.

Event Coordination: Organize and participate in trade shows, conferences, and other events to promote ethree and generate leads.

QUALIFICATIONS

Experience: Minimum of 3 years in a marketing management role with a proven track record of developing and executing successful marketing strategies.

SKILLS

- Strong understanding of digital marketing, including social media management, Google Ads, and other online advertising platforms.
- Excellent organizational skills and the ability to manage multiple projects simultaneously.
- Strong critical thinking and problem-solving abilities.
- Excellent communication and interpersonal skills.
- Experience working with marketing agencies is a plus.

HOW TO APPLY

Interested candidates are invited to submit their resume and a cover letter outlining their relevant experience and qualifications to recruitment@ethree.ca Please include "Marketing Manager" in the subject line.