



VICE-PRESIDENT OF B2C MARKETING

Description du poste

Would you like to collaborate with managers in a truly challenging environment?

You like to share your ideas with talented people?

Performance, innovation, and family mean something to you and inspire you?

We have what you are looking for as we are currently looking for a **Vice-President of B2C Marketing** for our **SPYPOINT** division.

We are an innovative company, a leader in our field and still growing. In fact, we were one of the 500 fastest growing Canadian companies in 2018. So we need people who can bring good ideas, who are real partners with ambition.

As part of the General Manager team, you will supervise a team of four people:

- Marketing Brand Manager
- Insiders Club Strategist
- Communication Specialist
- Web Specialist

Main objective

The Vice-President of B2C Marketing is responsible for guiding our Marketing Specialists in achieving the department's objectives and all aspects of the brand's marketing initiatives. They will ensure that an innovative strategy is put in place, which will lead to the increase of revenue and awareness for SPYPOINT.

Main responsibilities

As part of their duties, the incumbent will, among other things, be responsible for:

Supervision

- Ensuring the achievement of the department's objectives, within established budgets and timelines.
- Planning and monitoring the department's monthly budget.
- Supervising the department's employees/Directors.
- Planning the staffing needs of the department to support the company's growth.





- Coaching, guiding, and mobilizing employees to achieve the department's objectives.
- Ensuring that the team respects the policies and procedures in place.
- Distributing work equitably among employees.
- Validating timesheets, approving absences and vacations.
- Participating in the hiring process.
- Carrying out employee evaluations (probation and performance).
- Dealing with conflicts and applying disciplinary measures.

Marketing

Implement and evaluate the annual objectives of its departments and transmit them to the employees/Directors:

- Ensuring objective follow-up.
- Developing brand vision and implementing a marketing strategy in line with SPYPOINT's business objectives.
- Deploying marketing initiatives to increase product and recurring revenues.
- Deploying initiatives to increase user loyalty to our ecosystem.
- Determining performance indicators (KPI) in collaboration with the directors.
- Analyzing KPI's and proposing solutions to improve them.
- Leading B2C marketing activities.
- Measuring and analyzing the impact of marketing initiatives.
- Giving orientations for the brand image.
- Implementing content strategies (programs, web initiatives, etc.).
- Ensuring consumer communications (social media, newsletters, various content, website, emergencies, etc.).
- Ensuring the development of the Insiders Club (loyalty, subscriptions, and memberships).
- Ensuring the growth of our influencers.
- Respecting deadlines.
- Building and maintaining strong relationships with our clients and other business partners.
- Representing the company during meetings or other official functions.
- Staying informed of changes and new trends in the field.
- Performing all other related duties.

Required skills:



Would you describe yourself as a rigorous person who knows how to structure their work? You are creative and you know that for every problem, there is a solution? You are passionate and possess the following qualities? We want to get to know you!

- You have a bachelor's degree in business administration, marketing, or another relevant training.
- You have 10 years of experience as a manager in the marketing field.
- You are recognized for your leadership, your organizational skills, your sense of priorities, your creativity and your ability to establish and maintain relationships. You are customer service oriented, you have the ability to manage several projects at once, you have a collaborative approach and you have the ability to work under pressure.
- You are proficient in the MS Office software.
- You are bilingual, French and English (written and spoken).

Why should you choose the Techno-X Group?

- First of all, a work environment where family, innovation, and performance are valued!
- A work-life balance.
- Schedule flexibility for early and late risers.
- No traffic, you can work directly from home.
- A 24/7 free access to online doctors.
- A diversified company with a variety of challenges: you can't get bored.
- A group insurance, because we want to take care of our people.

It is now your turn to tell us about yourself. All you have to do is apply!

