



VOSKER is inspired by the desire of surpassing oneself and challenging limits. We are one of the world's leader in Remote Area Monitoring.

We are motivated by performance, innovation, and family.

Our willingness to push ourselves and our limits allows us to revolutionize the field of safety, technology, and outdoor activity through our innovative products and services.

To continue our growth, we are looking for a **Brand Marketing Director** for our SPYPOINT division.

Through your expertise and leadership, you will collaborate with the different teams in the company to develop strategies and you will become the reference for the SPYPOINT brand. You will take on a role that will have a direct impact on the growing brand awareness company.

Your mission:

- Coach, guide and mobilize the team to achieve objectives;
- Elaborate brand marketing plans and develop brand strategy including crafting logos/taglines/SPYPOINT voice and personality;
- Develop all corporate ad campaigns to consumers, including creative, lead-time and production;
- Develop and update style guidelines for all SPYPOINT branding including all product images and approved content for advertising, social media, website, promo calendar, sell sheets and any other project requiring marketing support;
- Analyze and position SPYPOINT branding to position in an optimum manner to deliver core messaging to a targeted audience;
- Plan, execute update and manage timelines for product catalogue, packaging, quick Start Guides, product manuals, end cap displays, apparel, etc);
- Manage production of all SPYPOINT video content and image content;
- Track and manage ROI of all US social media and consumer trade-oriented publicity campaigns (other than digital);
- Develop metrics and set objectives and track progress to successfully manage & develop all social media;
- Plan, budget and coordinate all US consumer shows;
- Manage all consumer-based media (TV, print, social, brand ambassadors, etc.) develop plans, manage budgets, develop ROI and evaluate current and future partnerships;
- Participate at major trade and/or consumer shows including ATA and SHOT.

The candidate will be successful and have a sense of accomplishment if they possess:

- Bachelor's degree in marketing, communication, administration, or any other relevant training;
- 7+ years of experience in marketing and digital/mobile advertising;
- An excellent multi-tasker, extremely detail-oriented and motivated to play a key role in a growing company;
- Assertive, take-charge attitude, ambitious, creative, and team player;



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- Available to work flexible hours and to travel to Canada and the USA.;
- Knowledge of the hunting industry.