

Marketing Manager (Toronto)

Cubigo is a fully customizable integrated community platform that connects staff, residents and family members within senior living. We digitize the daily services in these communities including activities, communication, dining, maintenance and transportation. We increase staff efficiency, improve workflows, foster resident empowerment and enable family involvement. The Cubigo technology provides reporting & analytics, roles & rights management, wellness tracking and smart integrations with your software partners.

Cubigo is looking for an experienced and passionate Marketing Manager to join our team in Toronto. You will help to plan and execute marketing programs to strategic customer and prospect accounts. It will be important that this person coordinates the activities for a set of accounts, working cross functionally with sales and customer success teams.

We are in a fast-paced growth environment. If you're passionate rolling up your sleeves, work in multiple exciting transformational projects and thrive in ambiguity, you will create success for yourself, the client and the company while being in the forefront of an industry in change.

1. Role:

As a Marketing Manager you will be responsible to set up, maintain and coordinate different marketing programs to achieve smart Sales and Marketing targets. You will oversee many aspects of the campaigns (from creation to implementation and reporting) throughout the entire lifespan of the product and you will monitor and report its performance.

2. Responsibilities:

- Develop personalized marketing plans for key strategic accounts with the goal of maximizing visibility and converting high-quality leads to Sales.
- Deliver specific targeted marketing programs to key accounts.
- Work together with the VP's to ensure the successful management of targeted marketing programs on time and on budget.
- Track the performance of marketing campaigns and develop KPI strategies.
- Set up marketing tracking mechanisms to capture engagement and account/contact scoring.
- Manage the development and maintenance of key account contact lists in coordination with Sales, segmenting the list into influencer and decision makers that will be incorporated into personalized marketing programs.
- Help with sales enablement creating sales materials and designs.
- Track campaigns from lead source to online interaction, conversion and revenue.
- Analyze contact behavior and interaction with marketing programs and sales to find and suggest opportunities for engagement.
- Find new data sources to better target contact and accounts.
- Coordination of other marketing programs as required.
- Working with Sales, research target contact and accounts to develop key demographic, firmographic, and technographic information.

3. Skills and qualifications:

- Proven marketing experience in digital B2B a service industry.
- Understanding of B2B buying journeys and experience running nurture campaigns.
- Hands-on experience using a marketing automation platform, growth hacking tools and CRM.
- Analytical mindset with the ability to solve problems and learn independently.
- Ability to organize and plan structural.
- Experience working together with diverse teams of sales reps, researchers, designers and product developers.
- Possess strong written and verbal communication skills.
- Previous experience in healthcare, health IT or delivering health and wellbeing services in the third sector is a plus.
- Proven ability to drive collaboration and teamwork in a fast-paced environment.

4. Advantages:

- Working in a dynamic fast-growing international scale-up
- Monthly personal budget for training (professional development programs).
- Room for personal input and professional growth
- On-site free coffee and tea.
- Monthly team outings.

Cubigo operates in team-based environment, supporting each other as we grow rapidly in 2020 and beyond. We expect professional self-starters with positive energy to be the advocate for our clients as they enter into a new Cubigo-enabled world that is transforming the industry.

EEOC Statement

Cubigo provides equal employment opportunity (EEO) to all persons regardless of age, color, national origin, citizenship status, physical or mental disability, race, religion, creed, gender, sex, pregnancy, sexual orientation, gender identity and/or expression, genetic information, marital status, status with regard to public assistance, veteran status, or any other characteristic protected by federal, state or local law. In addition, Cubigo will provide reasonable accommodations for qualified individuals with disabilities.