



Marketing Manager, B2B

October 2018

BEACON, launched in 2017, is a digital therapy platform thoughtfully designed to provide effective treatment in a way that overcomes significant barriers presented in mental health care today including affordability, accessibility and stigma. Recognized by innovative leaders and organizations as a ground-breaking solution, BEACON is poised to help millions of Canadians experiencing mental health problems.

The mandate of the BEACON marketing team is to grow awareness and understanding of BEACON for organizations such as insurers, employers and post-secondary education institutions, as well as potential users within these channels.

The Role

The Marketing Manager, B2B is a critical new role for an experienced and dynamic B2B marketer. The role is focused on building and executing successful marketing initiatives that generate new prospects and advance existing opportunities for our sales team and external reseller partners.

In this role, you will:

- Develop and execute integrated marketing campaigns from conception through to creative development, deployment, measurement and optimization
- Demonstrate you are a pro at harnessing both offline and digital channels (including content marketing, automated email campaigns, events and sponsorships, paid media, search, and social media) to generate high quality MQLs
- Roll up your sleeves to develop and deploy content that pulls leads through the funnel
- Capture and use marketing metrics to make sure your programs and campaigns truly deliver
- Develop sales enablement tools including proposal and pitch collateral
- Be a steward of the brand, ensuring all marketing communications and activities align to brand position, voice and standards
- Listen to stakeholder needs and adapting marketing priorities/execution smartly

What Makes You a Great Fit for Our Team

The nature of the role requires that successful candidates have the following desired attributes:

- Intuitive – ask great questions and uncover business and personal pain points quickly
- Self starter – you are five steps ahead, can anticipate all potential outcomes and can make things happen on your own
- Focused on business and revenue impact
- Highly proactive – curious about results of all Marketing efforts, and are driven to capture and communicate results and key learnings
- Takes pride in producing communications and creative that is impactful and breaks through to capture people's attention
- Full of positive energy and unstoppable in the face of obstacles – you problem-solve around them and always find another way to succeed

- A bias for action – you value insights and data, but don't suffer from analysis paralysis; you're eager to act based on your experience of what works and knowledge of best practice
- Excellent written and verbal communication – with pride in being clear and concise
- Principled – you stand behind what you know works, but in a way that pulls in other perspectives and brings consensus
- Team player – you lead by supporting others towards a shared goal
- Start-up stamina – you thrive in an environment where we are constantly evolving how we'll get to our end-goal. You know how to focus and know how to shift gears to roll with what we learn about our customer over time. You love having the opportunity to define success and how to get there. You're excited to be a part of something great, from the ground up.

Requirements

- Bachelor's degree in Business Administration with a focus in Marketing preferred
- At least 5 years progressive experience in B2B marketing – ideally with experience in SaaS and/or employee benefits
- Knowledgeable and hands-on comfort with CRM and automation platforms (such as Salesforce, Pardot, Hubspot); know how to get the most out of Google Analytics, CMS platforms such as Wordpress, and social media (Twitter, LinkedIn and others)
- Advanced knowledge in Microsoft Office including Word, Excel, PowerPoint and Outlook

How to Get Considered for the Role

Please provide a cover letter and resume by email to **Nadia Keung, Head of Marketing** (nadia.keung@cbtassociates.com) Only candidates selected for interview will be contacted.