

Position Profile

Senior Marketing Manager

Calgary or Edmonton, Alberta

The Opportunity

Based out of Calgary or Edmonton, the Senior Marketing Manager will be a core member of the Invest Alberta Corporation (“IAC”) team supporting a high-functioning marketing team that values respect, collaboration, and continuous improvement.

In this role, you’ll collaborate with team members locally, nationally, and internationally to manage marketing initiatives. You’ll apply your experience and expertise to implement global marketing strategies and build compelling narratives aimed at attracting international businesses to invest in Alberta.

This new role will create strategic marketing plans that use paid and owned channels to expertly deliver Invest Alberta’s messages to key audiences in a compelling way. To thrive in this role, you will be a creative problem-solver and a storyteller eager to tell Alberta’s story to the world.

Primary duties:

- Developing and executing marketing and advertising strategies
- Contributing to development and production of promotional materials – such as presentations, fact sheets, and key messages
- Managing the flow of materials in a complex environment to ensure all relevant parties are included and all sign-offs are secured prior to public releases/launches
- Acting as the liaison with the communications group to ensure consistency in messaging and to lever communication support in all aspects of the Marketing groups work
- Upholding corporate brand guidelines
- Creating and managing vendors, project plans and budgets to ensure projects are strategic, on time and on budget
- Managing lead generation campaigns, capturing analytics, and applying insights
- Analyzing research, market intelligence, demographic factors to inform marketing plan adjustments
- Monitoring industry trends and making recommendations for strategic growth
- Understanding the evolving needs of the broader team and developing the tools, resources, and programs they need to succeed
- Developing, maintaining, and strengthening professional working relationships across the organization and its partner network

Additional Requirements:

- Highly organized and focused, able to prioritize multiple tasks and navigate requests from internal and external stakeholders.
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- Strong interpersonal communication skills - both written and oral
 - Exceptional attention to detail, including familiarity with CP Style
 - A keen desire to learn and improve
 - Values building and maintaining an inclusive, respectful team
 - Can discretely handle confidential information and data

Qualifications

- Bachelors' degree with a concentration in Marketing, or related discipline
- 7+ years of progressive experience in the marketing field
- Experience in all aspects of strategic marketing, from message development and identifying target audiences to the execution of programs and campaigns across multiple channels
- Proven effectiveness in targeting key segments, tailoring tactics, overseeing creative execution, and measuring results
- Experience in evolving a brand strategy to reflect the demands of rapidly changing marketplace, and in consistently applying brand standards to ensure unified marketing and communications
- Demonstrated success increasing audience interest, with tangible measures of growth
- Experience in successfully developing and implementing strategic plans in complex industries with multiple stakeholders
- Working knowledge of collaboration tools, website content management systems, digital management tools and marketing analytics tools and marketing automation platforms
- Proficiency with Microsoft Office and Adobe Creative Suite
- Experience in balancing the interests of internal clients and diplomatically aligning diverse priorities around a common agenda and a consistent strategy

About the Organization

IAC works directly with investors to attract high-value and high-impact investments to the province. We bring industry, government partners, and economic organizations together to offer seamless services that make it easy for investment to flow into the province. With a strong entrepreneurial culture, we are taking new and innovative approaches to investment attraction.

Our clients come from a wide variety of backgrounds, and so do we. IAC is proud to be an equal opportunity workplace. In recruiting for our team, we welcome the unique contributions that you can bring in terms of your education, culture, gender, race, sexual orientation, religious or ethnic backgrounds or physical abilities.

How to Apply

Interested in being a part of a dynamic organization that was designed to have a positive impact on Alberta's future? If you are looking for an exciting and unique opportunity, to make a difference, and make connections while earning a competitive salary with comprehensive benefits, apply by including a cover letter, resume, and salary expectations to hr@investalberta.ca.

Closing Date: Open until a suitable candidate is found.

Thank you for your interest in IAC.

Only those candidates selected for interviews will be contacted. No phone calls please.

To learn more about IAC & this position please visit: investalberta.ca
