



SAAS MARKETING MANAGER

Location: Kitchener, Ontario

Job Description - Full time, permanent

Experience: 5+ years' experience of demand generation / event marketing experience in a software, agency or creative development environment.

About the role:

As Marketing Manager, you are excited about the opportunity to contribute to the growth of ProNavigator and lead all things marketing. You are great at creating a marketing plan and able to plan, manage, measure and analyze the impact of the marketing initiatives for success. You are passionate, enthusiastic and your energy is reflected in your work when executing compelling marketing campaigns. You are known for taking a leadership role, have impeccable follow-through and a strong drive to achieve results. In addition, you remain calm and focused when under pressure and can manage multiple projects in parallel.

In this role you will,

- Initiate and engage ProNavigator's marketing strategies to create defined messaging and communications.
- Create and manage a combination of focused marketing channels (including events, campaigns, partnerships) to meet pipeline/revenue goals.
- Create engaging content that amplifies our brand, differentiates our product, and establishes ProNavigator as a leader in the industry.
- Create and run campaigns and marketing initiatives to generate website traffic, increase blog subscribers, and drive inbound leads.
- Measure performance of all marketing programs relative to defined goals.
- Work successfully with multiple departments – product management, sales and customer success.
- Be able to manage and mentor others

Required Skills and Qualifications:

- Bachelors degree or equivalent Marketing, Communications or relevant discipline
- Demonstrated ability to work independently while working collaboratively with others.
- A proven ability to use storytelling and creative writing to distill complex topics into compelling content (which we look forward to seeing samples during the interview process)
- Strategic thinker and impeccable attention to detail that results in flawless execution.
- Experience using Hubspot and other sales and marketing software
- Strong experience with enterprise B2B software, SaaS, AI, machine learning, or other complex technologies.

The Perks:

We are a team that is driven on the idea that we can and will change the world of Insurance and pushing the limits of technology. We believe the growth of our people drives the growth of our product, and a true belief that diversity drives innovation. We offer:

- Benefits after 30 days - health, dental and vision
- Competitive salary, vacation, and equity (we're all owners here)
- Great office location - The Tannery in downtown Kitchener, surrounded by public transit, restaurants and activities

- Parking, unlimited coffee/tea, snacks, social events - when the office reopens fully
- Recognition of wins - we believe in recognizing individual employee successes, departmental and company wins.
- We are foodies at heart and hope you are too.
- Weekly online games with various staff members.
- “Get to know your coworkers” time weekly while we are virtual
- Diverse, fun co-workers and a culture unlike any other.

To apply

Send a resume with a cover letter to admin@pronavigator.ai.