

Vice-President Marketing Consulting (Ottawa)

You're a seasoned marketer who has managed product management, product marketing, channels, marketing communications and sales functions in mid-sized or large organizations. You're CMO material looking to re-energize with a challenging new career experience that draws upon all of your background, knowledge and capabilities.

Maybe you've dabbled with consulting or contract work before. You liked the variety and flexibility. If you're restless in your current career path then Stratford Managers is the place to build the consulting career you've always dreamed of.

Your new business card: VP Marketing Consulting

Your role: Levering your extensive marketing experience to help mid-sized organizations accelerate their business performance through professional marketing practices. As a business-savvy, go-to-market strategist and practitioner, you will help clients understand their challenges and opportunities, develop strategies to drive their success then lean-in to implement your recommendations.

The work: You have a clear understanding of the problems you solve and the value you provide. You are a comfortable networker and business developer. Once you've found a consulting opportunity you're able to build trust and formulate a statement of work that gives the client confidence in your solution. Then the real fun begins, either as a project, an interim assignment, outsourced/virtual service or as an advisor/coach. Whether it's developing a marketing plan, launching a new product, building a channel program, implementing demand generation initiatives or managing a client's entire marketing function, you're up for the challenge. And every step of the way you'll be collaborating with like-minded Stratford marketing colleagues who know the ropes.

The pay-off: As a Stratford marketing consultant you'll use every ounce of your resourcefulness and talent to build your practice. You'll revel in the flexibility and self-determination of being your own boss. You'll thrill in the hunt for new opportunities. You'll enjoy sticking your nose into lots of companies with a variety of work. You'll be learning and growing while gaining the satisfaction of having a significant impact on your client's success. As you get connected and known in the Ottawa business community and beyond, you'll be increasingly sought out as an expert. All this, and the camaraderie and stimulation of working with some of the best marketing consultants around.

Your credentials:

- Executive level B2B experience essential, B2C experience an asset (Director level or above)
- Operational experience in product management, product marketing, channel management, lead generation and promotions, marketing communications, sales, etc.
- Comfortable stepping into an interim VP Marketing role (ie. Managing staff, programs and budgets). P&L experience an asset.
- Experience/familiarity with the latest digital marketing techniques and tools
- A marketing thought leader and evangelist (student of the profession) with an active social media presence and an ability to articulate the business impact of marketing
- Hands-on. Not just a strategist/manager but also an implementer/doer
- Consulting/contract experience definitely an asset

About you:

- Excellent analyst (a quick study), problem solver and talented communicator (verbal, presentation, written)
- Structured thinker (data-driven, develops repeatable methodologies, etc.)
- Enjoy networking and business development (ideally already well networked with a positive reputation)
- Positive, inspiring demeanour. A natural leader.
- Action-oriented, self-starter
- Thrive on variety. Love to learn and solve problems
- Comfortable with and motivated by uncertainty (in BD, projects, new situations, etc.)
- Self-assured but not cocky
- A listener and sensitive coach/mentor
- The kind of person people want to work with

About us: Stratford Managers is a multi-practice consulting and management services firm that helps innovative organizations achieve their potential. Because of the variety of practice areas within our firm, there is rarely a problem that we can't solve for our clients. The company is led by accomplished practice leaders, who are experts in their field and experienced practitioners. Unlike traditional consulting firms, Stratford Managers goes beyond typical analysis and recommendations. We provide pragmatic, actionable solutions to client problems that draw upon our extensive operational experience, then we roll up our sleeves and lean-in to implement them. As a result, our client relationships tend to be for the long term. Stratford Managers helps our clients achieve their potential by ensuring our consultants achieve theirs. We are dedicated to the success of our consultants through our mentoring, business infrastructure, and marketing and sales support . Stratford Managers is a platform for building fulfilling consulting careers. To see the talented people you'll be working with, visit <http://www.stratfordmanagers.com/marketing> and <http://www.stratfordmanagers.com/team> .

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