

Marketing Hub Leader (Ottawa)

Stratford Managers is creating a virtual marketing department for our clients. We're calling it the Stratford Managers Marketing Hub and we're looking for someone to build out and run it!

Your new business card: Marketing Hub Leader

Your role:

- Lead the development and management of a virtual marketing function within our Sales and Marketing practice to provide outsourced marketing communications services to clients on a retained or project basis.
- Management of a multi-client delivery team (a combination of staff and subcontractors) providing outsourced marketing services such as: marketing campaign management, social media management, website development and updates, SEO/SEM, collateral development, trade shows, etc.
- Responsible for:
 - Account Management (client interface)
 - Project/Delivery Management
 - Development of Statements of Work, cost estimates and proposals
 - Recruiting and managing a diverse team of staff, exclusive freelancers and partners to profitably meet client objectives
 - Ensure ongoing customer delight and timely and profitable delivery of services
 - Business development
- The Marketing Hub Leader will work in collaboration with Stratford Managers marketing and sales consultants to establish and nurture client relationships that include marketing strategy, project delivery and outsourced marketing services
- The Marketing Hub Leader may also work collaboratively with the Stratford Managers corporate marketing manager to support execution of internal marketing initiatives

Your credentials:

- You have grown and managed marketing communications "production" teams (website, SEO, digital marketing, campaigns, collateral, events, etc) as a corporate marketing manager or within an agency
- Minimum 5 years direct management experience of a marketing communications team in a corporate or agency environment.
- Hands-on subject matter expertise in marketing/brand strategy or marketing "production" such as, graphic design, website design or digital marketing.
- Familiarity with latest digital marketing techniques and tools in a B2B setting
- Agency account management experience (including business development and client oversight) preferred
- Previous consulting or freelance experience an asset
- Strong project management skills including ability to scope work, manage resource allocation and juggle multiple time sensitive priorities
- Post-secondary degree /diploma in marketing or business administration
- Financial acumen including basic understanding of costing and margin
- Ability to establish strong relationships with freelancers and partners (ideally with a strong existing network to draw upon)

Stratford Managers

555 Legget Drive, Tower B, Suite 532

Kanata, ON K2K 2X3

Canada

www.stratfordmanagers.com

About you:

- Creative mindset
- Calm in the eye of the storm. Grace under pressure
- 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
- The kind of person people want to work with
- Confident working with VP-level consulting colleagues and clients

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>.

Send your CV to: Doug Michaelides, VP and Practice Leader, Sales and Marketing.
Doug.Michaelides@StratfordManagers.com.