

Marketing Manager at BPI, Inc.

This is a dynamic opportunity to join a rapidly expanding company that will give you invaluable experience in the software and consulting industries. Learn more at www.bpi-software.com

We are looking for a highly motivated individual with an avid interest in marketing, branding, product strategy, and the software and consulting industry to join our Vancouver office in the role of Marketing Manager. This is an opportunity to market software and services that will influence strategic decision making among our clients, which include start-ups and Fortune 500 companies.

Responsibilities:

- Manage all of the company's marketing activities
- Work with senior leadership to develop a marketing strategy that is in line with company objectives
- Collaborate with the sales team to coordinate marketing and sales activities and to develop lead generation strategies
- Write, design, and publish marketing material
- Manage and improve lead generation procedures and strategies
- Monitor and analyze effectiveness of marketing activities including key ROI metrics
- Communicate internally to ensure all relevant company areas are informed of marketing objectives
- Build relationships with external clients, potential clients, and internal team members
- Perform market research and keep up on industry trends, opportunities, and competitors
- Identify opportunities for strategic positioning and brand growth
- Manage the company's partnership program and identify new partnership opportunities
- Attend occasional events and conferences to market our product
- Manage company website content and design

Requirements:

- A bachelor's degree in business, marketing, communications, or another relevant discipline
- 3-5+ years' experience in B2B marketing, preferably in technology and in a high-growth environment
- Market research and analysis skills and experience
- Proficient in Google Suite, Microsoft Office Suite, and CRM software
- Design skills and experience using design software such as Adobe Creative Suite
- Experience with email marketing
- Interest in and passion for software and technology
- Impeccable written and verbal English communication skills
- Analytical mindset and strong problem solving and strategic planning skills

- Strong interpersonal skills
- Self-motivation and a willingness to learn
- An ability to work independently with minimal supervision
- Strong organizational and time management skills
- Looking for full-time long-term employment

Compensation: \$55,000 per year plus performance bonus, extended health, dental and drug coverage, 4 weeks paid vacation, paid sick days, and an awesome team to work with!

Please include your resume, cover letter, and samples of written and graphic marketing material that you have created. Applicants who do not include all of these will not be considered. Please send your application materials to hr@bpi-software.com.