



# Marketing Manager

Markham, ON, Canada

The Marketing Manager is a member of the Marketing leadership team with responsibility for helping to grow the Longview brand and footprint, and build compelling collateral and content assets to support it. The Marketing Manager will report directly to the EVP, Marketing.

## Here's what you'll get to do:

- Help grow the Longview brand, and build compelling collateral and content assets to support it
- Drive demand generation and grow the marketing funnel through a combination of inbound and outbound marketing activities and events
- Manage and execute marketing programs on time and on budget
- Assist in the planning and execution of overall strategies
- Assist in the development of communication strategy, campaigns and programs to support the marketing plan
- Co-ordinate marketing campaigns with sales activities
- Manage and improve lead generation campaigns, measuring results with marketing & sales operations
- Monitor and report on effectiveness of marketing communications
- Manage monthly marketing budget tracking and reporting
- Manage third-party vendors to support and integrate content, brand assets and campaign materials

## Here's what you'll love:

- Your ability to champion new initiatives, and implement change
- Being a member of a dynamic, global and high energy team that is committed to building strong relationship with clients and customers and driving Longview success
- Opportunities to think outside of the box, make a mark, and be recognized for your contributions

## Here's what you'll bring to the role:

- Bachelor's degree in business, marketing or related area
- 8-10+ years of marketing experience with 4-5+ years' experience in enterprise software B2B sector
- Strong understanding of communications messaging, brand strategy and product positioning
- Excellent communication and presentation skills
- Passion for excellence, accuracy and attention to detail
- Energetic team player; self-motivated, driven and flexible
- Innovative and creative approach.
- Ability to multitask and work under pressure in an environment of change.

## Here's your travel requirements for the role:

Approximately 20%

### **About Longview**

Founded in 1994, Longview is a leading global provider of enterprise performance optimization solutions that ensure organizations are positioned to make the right decisions, every time, with confidence. Our powerful, intelligence-driven solutions deliver a single version of the truth by consolidating data from across an organization to help businesses plan, execute, measure, manage and optimize company performance. With recognized industry expertise and a seamlessly integrated platform, companies around the globe trust Longview to help them better manage their businesses and significantly improve data integrity, decision-making, and financial transparency. Learn more at [longview.com](https://longview.com).

If interested, please click on the following link and complete an application [APPLY HERE](#).

Longview is an equal opportunity employer. Accommodation is available for applicants selected for an interview.