

Innovative & Entrepreneurial, Assistant Marketing Manager



BOATsmart!® Canada is the nation's largest boating educator and provider of the Pleasure Craft Operator Card. Recognized in 2011 as Canada's 30th fastest growing company (PROFIT 200), we are a marketing driven organization enabled by our exceptional excellence and digital capabilities. We are looking for a superstar **Assistant Marketing Manager** to join our team in Peterborough (Ontario) office. Considered an entrepreneurial marketer by your peers and someone who likes a good adventure in their spare time, you are able to build innovative marketing plans to grow a business. Enticing? Read on.

Overall Description

Reporting to the Marketing Manager, you are a consummate brand ambassador building a brand that has a consistent track record of success. Competitors will attempt to copy, industry peers will applaud, but you will continue to work with the cross-functional team to advance an ambitious marketing agenda to build a truly unique brand and consumer experience. You will effectively work with the team to produce championship performance. You will act responsibly and will use an entrepreneurial mindset to optimize and extract the most value out of each dollar invested into the marketing envelope in order to improve the P&L.

Position Duties and Responsibilities

- Develop marketing plans and ideas to grow share, increase revenues, improve profitability and grow cash flow.
- Proactively lead, manage and initiate marketing ideas to deliver against objectives and revenue/profit goals.
- Analyze market research, uncover insights and take action against findings to improve brand delivery.
- Formulate a solid understanding about customers, market conditions and competitors.
- Book and implement media plan and orchestrate the creative development and delivery of assets.
- Work with agency partners to execute Public Relation campaign and other brand related activities.
- Develop new promotional ideas that are consistent with the brand and deliver against objectives.
- Participate in development of advertising creative.
- Monitor, review and report on all marketing activity and results.
- Liaison with media and advertising.

Education and Work Experience

- Bachelor of Business Administration or Commerce
- Minimum 2-3 years of experience in a marketing role.

Other Requirements

- Excellent written and verbal communication skills, organization and problem-solving capabilities.
- Dynamic, persuasive, articulate and a strong presenter.
- The ability to adapt to any situation, uphold a stress-free demeanor and use sound judgment to make decisions.
- A collaborator and continuous relationship builder.
- Ability to bring people and teams together and to roll-up your sleeves to get the job done.

Email your resume to GreatJobs@BoatSmartExam.com
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