



### **Job Posting - Manager of Marketing & Branding:**

**Application Deadline:** February 12th, 2021

### **Overview:**

Global Sport Academy Group is a Calgary based company whose primary purpose is to fuel passion and opportunity in sport and life. We work with passionate people in their pursuit of competitive excellence by offering holistic development opportunities through character education platforms.

Global Sport Academy Group is looking for a full time Manager of Marketing & Branding to begin on March 1st, 2021. This person will be responsible for creating and executing a strategic marketing and branding plan to help Global achieve both their short term and long term growth goals. This position will require a combination of working remotely at our Global Program locations, as well as in our Global office. This position will report to the Chief Executive Officer.

### **Responsibilities:**

- Responsible for the creation of annual strategic marketing and branding plans aligned to our business objectives
- Manages content, aligned with the content strategy, for our website, landing pages, customer emails and social media
- Be a subject matter expert of our respective business units including in-depth knowledge of our client needs, our service offerings, the market conditions, and the competitive landscape
- Has a deep understanding of the buyer personas and journeys, as well as buying behavior, gained through research and sales
- Analyze ROI on all marketing activities and outline key areas of opportunity with a continuous improvement mindset

- Oversee the use of HubSpot within Global

**Education & Experience:**

- College/University Degree in marketing or branding, or equivalent experience in a sales/marketing role
- 5+ years of experience in strategic marketing and demonstrable success in similar roles
- Proficient in using HubSpot and/or other similar CRM's
- Proficient in Adobe Photoshop and/or digital graphic creation software

**Skills:**

- Works well in a collaborative team environment
- Exhibits the core values of integrity, passion, professionalism, innovation, relationship driven and ultra competitive
- A seasoned professional with experience in strategic marketing and tactic implementation
- Strong ability to develop, execute and analyze marketing campaigns which drives results
- Proficient in using HubSpot (or other similar CRM's) in both the Sales and Marketing tools
- Excellent written and verbal communication skills and exceptional at writing customer facing content
- Passionate and skilled in digital graphic design and video creation
- Basic website design knowledge
- Proven project management skills and experience
- Up-to-date knowledge of marketing trends
- Strong client and team relationship skills
- Demonstrates initiative and has a growth mindset
- Passionate about sport

If interested in applying, please send your resume and cover letter to [jovens@globalsportacademygroup.com](mailto:jovens@globalsportacademygroup.com).