



Job Profile – Marketing Specialist, Business Development

Title:

Marketing Specialist, Business Development

Reports To:

President, End to End Networks

Description:

The Marketing Specialist will play a vital role in developing and delivering business-critical **lead generation** programs to support the growth and expansion of End to End Networks' products and services. Working enthusiastically with our **Business Development Team**, the Marketing Specialist will drive partner-generated leads in the short-term, and develop corporate marketing programs that enable our partners to successfully **support** End to End Networks as the leading **network managed services solution**. In addition, the Marketing Specialist will create **brand awareness** and create **messaging and support materials** for the Business Development and Sales teams. Ability to speak French an asset.

Primary Responsibilities:

- Provide direction and guidance on how to maximize partner program effectiveness.
- Design and manage lead-nurturing programs to build brand awareness and increase the number of prospect accounts and contacts.
- Manage, develop and enhance partner channel marketing programs to jointly create new leads and build brand awareness in our targeted verticals.
- Track and analyze the effectiveness of various programs to maximize ROI.
- Track and understand the competitive landscape through research and win-loss analysis.
- Develop and maintain the content and messaging of End to End Networks on our web pages and via social media, and ensure all forms of communication are consistent in both design and content.
- Build and manage traditional lead generation programs such as seminars, events, and campaigns, complemented by online marketing and social media.
- Create, develop and execute a monthly newsletter to existing customers and prospects that contributes & supports sales awareness to our focused base.
- Creative development of on-going Sales Scripting whether for Cold Calling, Emails, Presentations, Public-Speaking Engagements, Testimonials, White Papers , RFP's & unique proposals.
- Manage activities through the Customer Relationship Management Software (CRM)

Qualifications:

- Bachelor's degree or diploma in Marketing, Business, or other related field;
- Minimum 5 years of experience in Marketing, plus knowledge of Network Management is an asset;
- Channel marketing experience and success supporting direct/indirect go-to-market sales approaches;
- Success in building and executing marketing plans;



Skills:

- Proficient in the use of Microsoft Office and other related software
- Outstanding interpersonal skills
- Strong initiative skills, working both independently and as part of a team
- Excellent skills in teamwork, leadership and communication
- Strong attention to detail and accuracy
- Ability to work efficiently on simultaneous assignments under tight deadlines with minimum supervision
- Good research skills – business and market, needs assessment, data analysis
- Demonstrated success in building trust and maintaining long-term relationships
- Ability to collect and analyze data, draw conclusions, and make actionable recommendations

Competencies:

- Creative Thinking
- Entrepreneurial Spirit
- Passion for Excellence & Integrity
- Tenacity & Resilience

Work Environment:

- Adaptability to work flexible hours for special events (i.e. evening and weekends)
- Sitting for extended periods of time.
- Minimal travel is required.

Remuneration:

- Marketing Specialist, Business Development is provided with salary and benefits, as governed by the Performance Management process.

To apply for this position, please [click here](#).

We thank all applicants for their interest; however only candidates under consideration will be contacted. We also respectfully ask that applicants apply to only one position.