



6 - 1249 Clarence Ave. Winnipeg, MB R3T 1T4 Canada
Smartrend Manufacturing Group | First Light Safety Products
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MARKETING MANAGER

WHO WE ARE

As one of Manitoba's fastest growing companies, Smartrend Manufacturing Group (SMG), Inc. through our various divisions, is increasing safety in the school bus industry and reducing emissions in the electric vehicle charge systems arena. We work on exciting, patented, innovative technology that impacts our environment. What has remained constant throughout this compelling history of growth is our dedication to our customers, our team members, and to the values on which we built SMG:

- **People** – our team is what makes us special
- **Passion** – from our hearts and minds, demonstrated through our actions
- **Priority** – we put the customer first, everyday, in everything we do
- **Partnership** – with each other, our customers, and our suppliers

We offer a competitive benefits package in an environment that is supportive, respectful, and fun! Join an innovative, growing, and diverse organization where your voice matters.

THE POSITION

The **Marketing Manager** will develop strategic marketing plans for our business units and oversee the implementation and execution of the defined activities. The successful candidate will work closely with executive leadership, the sales team, and other key stakeholders throughout the organization, to accelerate customer acquisition, retention, and overall brand growth.

HOW YOU WILL BE MAKING AN IMPACT

- ✓ Develop and execute an overall marketing plan.
- ✓ Manage the copy and creative for all branding, advertising, and promotional campaigns.
- ✓ Strategize and manage social media platforms.
- ✓ Imagine and oversee the development and acquisition of all marketing assets, such as video, graphic design, etc.
- ✓ Develop and manage the marketing department's annual budget.
- ✓ Analyze the results of aspects of the marketing plan and campaigns to determine their return on investment and impact on future strategies.
- ✓ Ensure cohesion throughout all marketing activities and messaging.
- ✓ Manage a marketing team of 2-3 FTE.
- ✓ Undertake specific tasks of the marketing plan, as needed.

WHAT SKILLS AND EXPERIENCE YOU REQUIRE

- ✓ Education: BS Degree in Marketing or equivalent.
- ✓ Minimum 5 years of related marketing experience.

People



Passion



Priority



Partnership



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- ✓ Experience and strong knowledge with social media and SEO would be considered an asset.
- ✓ Experience in building marketing programs involving various channels and reporting on the results.
- ✓ Excellent verbal and written communication with a passion for great content.
- ✓ Strong computer knowledge with solid experience in digital marketing tools (website, social media, email marketing, etc.)
- ✓ Works well under pressure and under tight timelines.
- ✓ High level of organizational skills, detail-oriented, and analytical.
- ✓ Energetic and personable with a diligent work ethic and able to work with and manage a team.
- ✓ Able to travel within Canada, the USA, as required.

THE BENEFITS OF BEING PART OF OUR TEAM

Share with us your passion and drive towards your career objectives, and we will provide an environment where your valuable contributions are rewarded and celebrated with professional growth and job satisfaction. We offer an attractive benefits package for our team members including:

- ✓ Starting salary of \$80,000 to \$100,000, depending on experience
 - Annual bonus of 15% based on performance metrics
- ✓ Opportunity for advancement to Director
 - Includes an increase in salary, bonus, and potential participation in ESOP
- ✓ Group insurance plan with health spending account
- ✓ Paid Vacation
- ✓ Company paid shutdown from Christmas to New Years
- ✓ Matching RRSP program

We would like to thank all applicants who apply, however, only those selected for an interview will be contacted.

