

Director, Marketing

Holland Landing, Ontario

About Us

Inscape is a design enabler. We have been saying Yes since 1888 with a versatile portfolio of systems, storage and wall products that are adaptable and built to last. With care and consideration, and more than a century of expertise, our philosophy is to always do what we can to say Yes.

About the Role

A strategic thinker, you are diplomatic, solutions focused, and an effective team builder with strong interpersonal skills and excellent communications skills. Accountable for the digital and physical campaign development, design and promotion of Inscape products and experiences; and for the leadership and development of the Marketing Communications team. Exceptional personal credibility, strong influence skills, superb leadership and a customer service orientation are the hallmarks of your approach. This position reports to the Vice President of Marketing.

Primary Tasks & Responsibilities

Communications

- Execute Brand Awareness Campaigns and building assets designed to support and further Inscape's brand reputation by engaging and inspiring clients, designers and dealers.
- Develop and promote branding initiatives consistent with corporate business goals and objectives.
- Curate Inscape's "tone of voice", core narrative and brand guidelines
- Develop internal and external communications strategies to achieve the organization's business objectives.
- Target communications to various stakeholder groups including internal employees, field sales, aligned dealers, open line dealers, potential customers and investors.
- Create marketing campaigns and assets designed to support and further Inscape's brand reputation by engaging and inspiring clients, designers and dealers.
- Leverage Advertising, paid and organic PR opportunities to extend Inscape's brand presence in the market

Insights

- Deliver insights and business intelligence to guide business and brand strategy.
- Manage key research plans, provide actionable recommendations.
- Conduct research and manage third-party suppliers to gain qualitative and quantitative insights and feedback from our key stakeholders and audiences.

Management

- Supervise the Marketing Communications team: conduct performance management, provide guidance, support, and coaching to ensure the team is innovative, proactive, creative and resourceful in providing recommendations and solutions.
- Maintain professional and accountable relationships with external communications partners and suppliers.
- Develop and budget for marketing support initiatives.
- Manage planning capital investment for corporate showrooms.

Knowledge, Skills, Abilities & Education

- Strong marketing communication; deep understanding and experience with various communication vehicles (Web, Social Media).
- Experience leading a team and developing people.
- Ability to work with multiple levels across many functional areas.
- Degree in Marketing/Business Administration.
- Strong communication skills.
- Customer service oriented.
- Excellent computer skills and advanced expertise in the use of Mac & PC graphic software.
- Knowledge of print production process and various printing techniques.
- Web design skills an asset.

If you have the qualifications for the above position and are interested in joining a team oriented progressive company with excellent benefits, please submit your resume for consideration to careers@inscapesolutions.com.

We thank all applicants for their interest, but advise that only those selected for an interview will be contacted.

**Inscape values employment equity and is an equal opportunity employer.
Inscape will provide reasonable accommodation to applicants with disabilities.**