

## **Vice President, Marketing**

*Holland Landing, Ontario*

### **About Us**

Inscape, an award-winning designer and manufacturer of office furniture, has been initiating change in workspace design for over 125 years. With an emphasis on quality, innovation, technical design and unparalleled delivery and service, Inscape has been consistently awarded for its design. Inscape collaborates with leading European partners and manufactures their designs in North American facilities. Inscape's systems, storage, seating, wall, ergonomic and technology solutions delight users, foster agility and empower technology in the workplace. Flexible and designed for sustainability, Inscape products enable easy customization and readily adapt to keep pace with changing needs in the workplace.

### **About the Role**

The incumbent is responsible for the development and execution of the marketing strategy and plan that achieves continued growth in both top line sales revenue and profitability.

The incumbent is responsible for the supervision and development of the Product Managers, Director, Marketing Communications and the development of and delivery of skills and product training to internal and external stakeholders.

The incumbent will work closely with the product development team to maintain existing product sales, viability and profitability.

The incumbent will lead in identifying new product opportunities by developing the Product Directional Outlines, through close interface with our identified customers, competitive analysis and in-depth interaction with key market interfaces.

### **Primary Tasks & Responsibilities**

- Working closely with Manufacturing, Finance, Design Engineering and other key members of the organization, the incumbent is responsible for achieving yearly sales and gross margin goals, both overall and by product category.
- Development of annual overall marketing plan and individual product marketing plans.
- Oversee the product launch process and ongoing sales promotion programs.
- Working with the Executive Vice President of Sales, develop channel specific sales promotion and marketing programs that create awareness, support and build our sales and profit goals.
- In conjunction with the product development team, develop and maintain the 3 year product map.
- Development of the Request for Proposal format.
- Working with the Executive Vice President of Sales, develop ongoing dealer development tools and communications.
- Maintain comprehensive competitive analysis.
- Responsible for training of internal and external stakeholders.

- Participate in Industry Associations, specifically Architecture & Design, International Interior Design Association and CoreNet.
- Conduct ongoing market research to continually keep abreast of market trends
- Develop and deliver presentations.
- Working with the Executive Vice President of Sales, develop ongoing communications, programs and interfaces with the Architecture & Design community, dealers and other industry influencers.
- Customer interface as needed.
- Other duties as requested.

## Knowledge, Skills, Abilities & Education

- University degree in Business Administration, Public Relations and Advertising.
- 5 years' experience in a senior marketing management role in the office furniture industry.
- 5 years of overall marketing experience in senior management roles.
- Demonstrated experience in Sales and sales management experience.
- Must possess knowledge of marketing to the Architecture & Design market and sales through a dealer network.
- Sales and sales management experience is considered an asset.
- Excellent communication and influence skills are required.

## Terms of Employment

- Permanent, Full Time

## Benefits

Inscape offers a comprehensive and competitive compensation package to our employees. Our company benefit plan focuses on ensuring the health and wellness of employees and includes:

- Healthcare, Vision, Dental, Life Insurance, Accidental Death & Dismemberment, Voluntary Group Accident Insurance, Salary Continuance, Long Term Disability, Pension Plan, Employee Assistance Program, Fitness Club Subsidy and Employee Share Purchase Plan.
- This position is eligible for short term and long term incentive bonus.

## Location of Work

- 67 Toll Rd.  
Holland Landing, Ontario  
L9N 1H2

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](mailto: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.**