

Marketing and Communications Manager

Imagine working for a company that values its employees as much as its clients. **Imagine** taking a job and wanting to finish your career with that same company. **Imagine** a company that hires and invests in **full-time** professionals as opposed to relying on contract employees. **Imagine** your career.....better.

Roth IAMS is an industry leader in providing world-class solutions in Asset Management/Capital Planning including Facility Condition Assessments, Accessibility Assessments, Energy Management and Capital Asset Database Management. We provide expertise to a wide variety of sectors, including education, municipal/local and state-level governments, healthcare, institutional, industrial, recreational and hospitality.

Roth IAMS is currently seeking a strong **Marketing and Communications Manager** to lead the marketing and communications function in our dynamic growth-oriented organization. We are seeking individuals who truly believe in the core values we, as a company, practise every day.

- **Collaborative** – only by understanding each other and our uniqueness can we tailor the best solutions for our clients;
- **Passionate** – our love for what we do and why we do it drives us towards excellence;
- **Consistently Curious** – we are always seeking knowledge and challenging the status quo.

In this challenging role, you will report directly to the President of the company and will lead, develop and implement effective plans and programs to identify, prioritize, engage and connect with our key stakeholders. The role will require collaboration with our team of over 80 professionals located across Ontario, Manitoba, Saskatchewan, Alberta, BC and the United States.

As a strong generalist you have a diverse skill set and broad knowledge of marketing and communications principles. You are a strategic thinker and planner as well as a self-manager and functional lead with hands on writing and design capabilities.

What you offer:

- BA or equivalent degree in marketing, communications, or related discipline;
- Excellent communication and business partnership skills;
- Minimum 7 years of Corporate Communications, Marketing or Public Relations experience;
- Previous experience developing, leading and managing strategic and/or complex marketing and communication plans;
- Exceptional writing skills, including copywriting and editing, for all marketing communications content formats;
- Excellent problem-solving, and a keen attention to detail and accuracy, even while managing multiple projects in a fast-paced environment;
- Advanced skills in Microsoft Office suite, including PowerPoint, Excel, Word, Outlook as well as WordPress web software;
- Strong organizational and time management skills;
- Project management experience including the ability to identify opportunities for improvement and change;
- Ability to work in fast-paced environment with simultaneous rigid timelines on multiple projects;
- Must be flexible with ability to quickly adapt to shifting priorities or project scope;
- Self-starter, energetic, positive, leader.

Really catch our eye with:

- Previous marketing and communications experience in an Engineering Consulting environment;
- Experience with managing the proposal writing and delivery process;
- Experience in an international and/or global work environment.

What you'll be working on:

- You'll create an annual Marketing and Communications plan and implement and manage it to success - We have recently developed a go-to-market strategy for further expansion into our US markets and you will implement and guide that program as well;
- You'll produce marketing and communications material for clients and prospects, the media as well as other company partners. You'll effectively describe and promote the organization and its products and services in a variety of vehicles that may include press releases, earned media, company marketing materials such as product sheets and company brochures. You will also participate in the development of RFP responses;
- You will be responsible for managing our marketing coordinator and directing their activities in support of the annual Marketing and Communications plan;
- You'll lead the development of case studies, website and social media content material, organize tradeshow participation coordination and seek out strategic event speaking invitations;
- You'll review and enforce the brand and corporate messaging guidelines across all materials created within the organization and will be hands on with updating and managing the website and social media;
- You'll perform activities involved in the preparation of communications, such as participation in team meetings, conferences and events, interviewing subject matter experts and research.

Working with Us:

- We promote a collaborative and integrated approach across all our projects that result in successful and meaningful outcomes for our clients;
- We are committed to the efficient and effective delivery of our services through a focus on the development of our people, tools, and templates;
- Our employees are challenged with diverse and unique project work and are empowered to develop client relationships through delivery of high-quality service and demonstrated trust and respect;

- Our company culture provides many opportunities to engage in team building social activities;
- The growth of the business will provide challenging opportunities and increased responsibility for driven and proficient individuals!

What we offer:

- Hybrid work from home options;
- Competitive compensation package;
- Comprehensive Health Benefit Plan;
- RRSP Investment Program;
- Bonus program;
- Generous vacation entitlement;