



JOB/PLACEMENT OPPORTUNITY

Posting Date: September 9, 2019

Deadline: September 30, 2019

National Marketing & Communications Manager

Home Office - Mississauga

The individual in this position is responsible for strategic direction of Orkin Canada's marketing channels and business strategy and ensures execution of annual customer acquisition and brand awareness goals. This position is accountable for the creation and implementation of annual marketing plans and achieving annual sales goals at an efficient rate of return. Responsibilities include, working collaboratively with our external marketing agency, advertising, search engine marketing, content marketing, and oversight of Orkin.ca. In addition, the individual will monitor market and consumer trends as well as competitive activity to identify opportunities and key issues that the marketing team needs to address.

Duties and Responsibilities:

- Be the subject matter expert on all commercial and residential pest control service offerings
- Manage how the company positions and packages its pest control offerings in an effort to accelerate sales growth and gain market share
- Gather and utilize competitive and local market category intelligence to defend on threats or exploit opportunities for sales growth for the managed service offerings
- Develop and execute annual integrated marketing communications plans
- Manage development, measurement and optimization of annual integrated media plans (paid, earned and owned)
- Provide brand oversight of the company's sales collateral and point of sales efforts
- Develop and manage customer acquisition and retention programs
- Provide tracking and analysis on marketing program performance
- Maintain, augment, and optimize user experience of Orkin.ca and other owned online properties in an effort to increase conversion
- Create, justify, and manage assigned budget(s)
- Manage, coach, and develop direct report(s)

Knowledge, Skills and Abilities To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. Following are the requirements:

- Outstanding written, verbal, presentation and editing skills
- Ability to establish a solid working relationship with all levels of employees
- Solid understanding of effective marketing and communications strategies
- Good understanding of current SEO and SEM practices
- Strong project management and time management skills, ability to prioritize and work efficiently under pressure; Flexible and adaptable approach towards change
- Demonstrated ability to simultaneously manage a wide range of assignments
- Results driven and highly motivated self-starter
- Collaborative attitude and team player
- Exceptional interpersonal and organizational skills
- 10 – 20% throughout Canada and to Atlanta

Education & Experience

- Minimum BA with Marketing emphasis
- Minimum 5-7 years marketing experience

How to Apply:

Please forward your resume to SHR@OrkinCanada.com with job code MrktMgr-0119 in the subject line. No phone calls or agencies.

We thank you for your interest, however, only those that qualify will be contacted for an interview. Thank you!

Orkin Canada is an equal opportunity employer and is committed to employment equity. Accommodations are available on request for candidates taking part in all aspects of the selection process.

