



Role: Sr. Marketing Director

Location: Remote or Office Based

Company Overview

At Sylogist, we are purpose-driven to “empower the good our customer do.” We provide SaaS-based software solutions to the non-profit, government, and education sectors, and we take immense pride in the work of our customers and the products we build to support them.

Our team is collaborative, enthusiastic and delivers on our promises. If you want to apply your skills to improve trusted technology that supports over 2000 customers around the world, then let’s talk! To learn more, check out our careers page at www.sylogist.com

Position Overview

Reporting to the Chief Revenue Officer, the Sr. Director of Marketing will develop marketing campaigns and initiatives that inspire and engage our target audience, encourage product adoption, and build long-term customer and partner value.

As the leader of the marketing team, you will balance long-term strategy with short-term results. A successful candidate will consistently adapt marketing programs based on insights from analytics and results achieved against program objectives. You will develop integrated marketing plans in partnership with the wider Go-to-Market team (notably Sales, Partnerships and Customer Success), as well as lead the company’s efforts, including demand, digital operations and analytics, events, strategic content development, and advertising. You will also be the leader of a team of competent and committed marketers. You are a willing player/coach.

This position can be based out of any of our [office locations](#), or remote from anywhere in Canada or the US.

Responsibilities Include:

- Define the overall marketing strategy, messaging and marketing mix
- Plan and execute a comprehensive marketing plan to drive brand awareness and customer acquisition
- Measure and optimize marketing funnel and programs; consistently report on high-value marketing objectives and metrics and take accountability for performance against plan
- Develop and execute strategic marketing campaigns integrated across Go-to-Market teams (Sales, Customer Success, and Partnerships) and key customer touch points
- Develop and manage a high-functioning marketing team focused on successfully meeting objectives and goals
- Devise and oversee demand generation programs and manage the lead lifecycle process in partnership with the sales team
- Work effectively across internal teams, including sales, customer success, partnerships, and product development
- Build and maintain positive relationships with Microsoft, partners and vendors
- Evangelize brand messaging and best practices, and encourage internal adoption
- Success will be measured primarily by Marketing’s contribution to Lead Generation and overall bookings results

Desired Knowledge, Skills and Experience Include:

- A bachelor's degree in Marketing and a minimum of 5 years of experience in a Marketing role working specifically with enterprise software solutions.
- Attention to detail
- Excellent writing, presentation and communication skills
- Track record in delivering revenue results
- Ability to manage multiple and competing objectives, demonstrated ability to adapt quickly to change, ability to prioritize and juggle to consistently meet multiple, short deadlines
- Demonstrated achievement with results-oriented campaigns and plans
- Experience managing external vendor relationships
- Thorough understanding of current trends in digital marketing
- Ability to think strategically and analytically, and make sound decisions and recommendations

Nice to Have:

- 5+ years management responsibility
- Experience in the Microsoft partner ecosystem

What we look for in you

- You like to have fun!
- You have a positively great attitude.
- You have a broad set of technical skills.
- You want to be a creator.
- You know you don't have all the answers but have a deep desire to learn everything.
- You have strong leadership skills; people want to work with you.
- You are an intuitive problem solver.
- You are proactive, take initiative and thrive in a fast-paced, empowered work environment.

Sylogist is headquartered in Calgary, Alberta, Canada with regional offices in Barrie, Ontario, Canada, Atlanta, Georgia, Littleton, Colorado, Washington, DC and Shawnee, Oklahoma in the United States of America and Oxford, Oxfordshire in the United Kingdom.

Interested candidates should send their resume, references, and compensation expectations to careers@sylogist.com.

All candidates must provide proper employment documentation showing immediate eligibility to work in Canada or US. Sylogist does not offer sponsorships.

Sylogist is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, gender, national origin, disability status, protected veteran status, or any other characteristic protected by law.