



Join our team!

# Creative Marketing Lead - Bilingual (French & English)



CENGN is Canada's Centre of Excellence in Next Generation Networks. Our mission is to drive innovation and adoption of advanced networking technologies in Canada through our Living Labs and advanced networking infrastructure, technical expertise, talent development, and partner ecosystem, enabling the digital transformation and competitiveness of Canadian industry and the commercial growth of Canadian digital technology solutions.

This year, CENGN celebrates its 10th anniversary of delivering significant impact and growth for Canada's innovation ecosystem: enabling the commercial growth of 100s of small and medium enterprises (SMEs), training 1000s of individuals in industry-coveted advanced networking and cloud skills, and maintaining a >10:1 ROI for our funders.

With the digital transformation opportunity valued at over \$200 billion in Canada, it is clear the new competitive landscape is being driven by digital innovation and the ability to integrate this technology across industries. Join our team, as we work with our ecosystem of technology, innovation, government, and academic partners to build Living Lab testing infrastructure and deliver services that accelerate the testing, validation, demonstration, commercialization, and adoption of digital innovation across Canada.

For more information, check out: <https://www.cengn.ca>

## The CENGN Advantage



### Career Development

An agile company in a modern setting where your ideas and opportunities for growth are nurtured and encouraged



### Canadian Innovation Support

Be part of an organization that drives digital by providing Canadian start-ups and scaleups as well as tech students and professionals the ability to succeed



### Great People

The advantage of working with colleagues passionate about their contributions and united under the same mission



### Work Where You Work Best

Remote or hybrid options to suit your individual professional and personal needs

### Benefits

- Attractive and Competitive Group Benefit Plan
- Phone plan reimbursement
- Employer paid RSP contribution with no matching requirement

### Wellness and Development

- Annual fitness and training and development allowance
- Wellness webinars, lunch and learns, and social events

### Vacation and Time Off

- Three weeks vacation plus personal and sick days
- Annual Christmas shutdown

## The Opportunity

As the Creative Marketing Lead, you will play a pivotal role in shaping and executing creative strategies that elevate our brand and engage our target audience. You will be responsible for driving innovative campaigns, managing the CENGN website, developing content, collaborating cross-functionally with teams, and ensuring the delivery of high-quality, visually compelling marketing materials across multiple channels. This role requires a blend of creative vision, strategic thinking, and a love for graphic design.

This position involves event management and execution, requiring the employee to be available outside normal working hours sporadically throughout the year.

**Location:** Remote

**Salary:** \$77,000.00 - \$87,000.00



### Key Responsibilities:

- Develop and manage the visual identity of the brand, ensuring that all creative assets reflect the company's values and resonate with the audience.
- Take on ownership of the website, its page creation, navigation, look and feel, and strategic evolution.
- Lead aesthetic design to ensure CENGN is optimized for branding, impact, SEO, web development, etc.
- Collaborate with the marketing, product, and sales teams to develop cohesive strategies and ensure consistent messaging across all channels.
- Collaborate with the Content Marketing Lead to create engaging content, including articles, social media posts, website copy, email campaigns, video content, case studies, and more.
- Support the creative process from concept to execution, working closely with other creative professionals.
- Stay up-to-date with industry trends, competitive landscape, and consumer behavior to ensure our marketing campaigns are innovative and effective.
- Track and analyze the performance of creative marketing initiatives, making data-driven decisions to optimize future campaigns and summarize CENGN's online health and brand position related to its competitors.
- Identify the need for and create new collateral which embodies CENGN's mission and promotes its services.
- Improve, manage, and maintain all conversion funnels for different target audiences, owning the customer journey and automating the lead generation process from web conversion to the CENGN CRM.
- Other duties as required.



### Experience:

- 4-5 years of experience in marketing, with a strong focus on creative strategy, content creation, and brand development.
- Telecom and networking industry work experience would be considered an asset.



### Key Competencies/Qualifications:

- Experience using design tools, such as Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, etc.) and Canva, as well as online tracking tools like Ahrefs, CrazyEgg, BuzzSumo, Hubspot, or equivalents is required.
- Experience with website building and website auditing tools to develop, maintain, and report on the effectiveness of a website, ensuring its structural health and alignment with an organization's brand and objectives.
- Strong understanding of design principles, branding, and visual storytelling.
- Proven experience leading and executing successful marketing campaigns across digital, social, print, and video mediums.
- Experience developing graphics for outreach tools and social media, like X, Hootsuite, Facebook, LinkedIn, Meetup, Mailchimp, Instagram, and Eventbrite.
- Experience managing lead generation traffic funnels from online to website and converting traffic to newsletter subscribers.
- Must have demonstrated experience in content and graphic creation, social media platforms, website management and SEO (Search Engine Optimization).
- Experience developing professional videos through animation, video editing, and videography.
- A strategic thinker who can develop and execute long-term action plans based on company goals, metrics, and marketing best practices.
- A collaborative and results-oriented mindset with a passion for creativity and innovation.



### Education:

- Bachelor's degree in Marketing, Communications, Design, or a related field.



### Languages:

- Fluently bilingual in English and French; particularly in relation to public-facing content.

Interested and qualified candidates are invited to forward their resume in confidence to CENGN via [CENGN's Application Portal](#).

### Follow us!



**CENGN reserves the right to remove this posting prior to the application deadline. CENGN thanks all applicants for their interest; however, only those selected for an interview will be acknowledged. CENGN is an equal opportunity employer.**