



Director of Marketing

SALARY RANGE (2017): \$100,200–\$127,500

I market technology to big companies. To do this well, I need to know the fundamentals of our business and translate this into value for a very select group of decision-makers in our clients' big companies. I also need to understand the competitive landscape and invest in opportunities to build our firm's reputation as a capable and trusted thought leader.

The Tip: Context is everything in marketing and SCM. Move around early in your career to discover what you really love and hate.

PRIORITY KNOWLEDGE AND SKILLS:

Customer Relationship Management

Knowledge & ability to:

- Apply principles of CRM
- Manage a sales process
- Compelling presentation & report writing
- Develop & execute a distribution strategy
- Leverage e-commerce
- Develop & execute a merchandising strategy
- Leverage co-operative marketing
- Provide customer support
- Develop & execute a pricing strategy

General Management

Knowledge & ability to:

- Manage budgets
- Manage projects
- Negotiate contracts
- Conduct competitive analysis
- Conduct environmental scan
- Leverage contextual knowledge
- Analyze data & leverage business intelligence
- Develop and manage forecasts
- Manage business intelligence and analytics
- Negotiate and manage contracts

Internal Supply Chain Management

Knowledge & ability to:

- Collaborate with partners in product/service design
- Manage inventory and warehousing
- Manage order fulfillment
- Manage transportation logistics
- Design, establish and manage related contracts
- Identify and develop strategic sourcing relationships
- Establish strategic and tactical SCM plans and processes

BUILDING BLOCK EXPERIENCES:

Education & Learning:

- Business degree. Major in marketing and a minor in SCM
- Diploma in finance from local college
- Certificates in web and social media analytics

My formal education in marketing and SCM provided a depth of product, pricing, promotional and operational expertise. This, combined with training in finance and digital media, gave me the foundation to work in an

<ul style="list-style-type: none"> ● <i>Freakonomics</i> by Steven Levitt and Stephen Dubner. ● Industry publications 	<p>increasingly convergent marketing communications world. I need to learn something new every day.</p>
<p>Employment Experiences:</p> <ul style="list-style-type: none"> ● Retail sales experience while in school ● Account coordinator at a marketing agency for a summer. Was offered a full-time position at graduation. ● Marketing project manager at a regional company (with exposure to B2B and B2C) 	<p>Working at an agency allowed me to better manage third parties. Having junior roles (including retail sales) early on gave me the ability to understand the full marketing cycle. My project management experience allowed me to appreciate how it all worked together.</p>
<p>Community Experiences:</p> <ul style="list-style-type: none"> ● An executive at a school club ● Participated in charitable organizations including the Food Bank 	<p>This allowed me to gain exposure to a variety of perspectives and learn from others about what motivates people. It also improved my work ethic and I learned how to enjoy intrinsic motivators.</p>
<p>Contextual Experiences:</p> <ul style="list-style-type: none"> ● Attended marketing conferences to be exposed to how brands are solving problems 	<p>It's important for me to be well-rounded because this role is more generalist than specialist, plus I need to be able to influence others.</p>
<p>Relationships:</p> <ul style="list-style-type: none"> ● Learned how to “play nice in the sandbox” with managers from other disciplines ● Developed effective working relationships with executives ● Sought out an internal champion within the organization who could support my initiatives via back channels 	<p>I found that earning the respect of peers who may not always value the marketing discipline was a core skill. I needed to learn how to speak their language and translate my activities into things they appreciate.</p>