



Position: Marketing and Communications Manager

Job Type: Permanent, Full-time

Location: Remote

Reporting to: Head of Sales & Marketing

Application Deadline: November 29th, 2024

Overview:

Theia is seeking a dynamic and experienced **Marketing and Communications Manager** to execute on our brand and marketing strategy. In this role, you will serve as the brand guardian, ensuring that the value and versatility of our products are well communicated to current and prospective clients, partners, and the broader biomechanics community.

Key responsibilities include: assisting in developing and executing annual content plans, managing digital communication channels, building high quality marketing assets, and promoting our clients' research and accomplishments. The ideal candidate has 4-6 years of experience in this type of role and thrives in a small team environment that is data and results driven. The overarching objective is to deliver leads via meticulous execution of our marketing strategy.

Why Theia?

At Theia, we are redefining motion capture through our industry-leading markerless motion capture software. We are a Canadian, remote-first company. Our team of scientists, engineers, and developers have extensive experience in biomechanics research and are leaders in the field of movement tracking and analysis. We are committed to providing accurate, repeatable, and reliable solutions for academic and commercial applications, bringing a high standard of excellence to everything we do.

Responsibilities:

- Content generation and storytelling - engage with customers, partners, and media through various channels to communicate our company and product capabilities.
- SEO and brand authority/positioning - lead the creation and execution of on-page and off-page SEO strategies to enhance organic search visibility and drive lead acquisition.
- Website development and maintenance - work with existing team members to update our corporate website with new and existing content that is consistent with our SEO objectives.
- Sales enablement - support the sales team through event marketing, asset development and market intelligence updates.
- Lead generation & campaign management - design, implement, and manage digital marketing campaigns that align with SEO objectives and lead to client acquisition, with measurable and demonstrated KPIs.
- Product and corporate communications - update customers and partners on a semi-annual basis with corporate milestones and events.

Qualifications and Skills:

- Undergraduate degree in marketing, communications or a related field or similar relevant experience.
- 4-6 years experience in marketing and communications at a digital technology company; preferably at a software organization in the biomechanics, med-tech or health-tech sector.
- Mastery of the English language with demonstrated writing expertise of technical concepts for print and digital media.
- Proven track record of delivering high-quality, customer-facing marketing assets (digital and physical) including case studies, press releases, video content, 3D animation renderings, FAQ/blog posts and additional media (either directly or through experience liaising with external contacts).
- Experience maintaining an annual marketing budget.
- Experience using CRM systems (we use Hubspot) to track customers throughout the sales cycles and provide meaningful communications and updates as needed.
- Demonstrated expertise with SEO to improve brand authority and generate qualified leads through digital marketing channels (i.e., website, LinkedIn, X.com, IG).
- Experience deploying account-based marketing strategies and campaigns alongside existing sales channels to drive brand awareness.
- Experience in data-driven marketing strategies established via OKRs and tracked via KPIs.
- Experience working directly with a sales team to deliver leads and drive growth.

Benefits:

- 95% remote and flexible working hours
- Comprehensive health benefits
- Collaborative and inclusive work environment
- Extended holiday weekends and flexible time off

How to Apply:

Please submit your resume and cover letter outlining your qualifications and why you would be a great fit for this role to jobs@theiamarkerless.ca. Application deadline is November 29th, 2024.