

DIRECTOR, MARKETING

Platform Calgary

Empowering people // building the next economy.

Calgary, AB

Who is Platform?

Platform Calgary is laser focused on making Calgary a global hub for startups and innovation. We believe that an inclusive, tech-led approach to economic growth and diversification will unlock new avenues of prosperity for current and future Calgarians. Already one of the world's top 100 emerging innovation ecosystems, our goals are ambitious: over the next 10 years we want to see a 10x increase in the rate of startup creation and growth lead to the creation of 30,000 future proofed jobs.

To make this vision a reality, we are opening the Platform Innovation Centre, Calgary's Home for Innovators. With 60+ partner organizations already connected and aligned in vision under one roof, we are collectively what our name suggests: a platform upon which to build, with an expansive, efficient and well resourced network of support at its foundation. Along with our partners we offer innovators everything they need to get started and get growing: educational programming, community, advice and a globally-connected network of resources.

At heart we are trusted collaborators with our partners that work alongside us, and are tireless champions for every innovator that comes through our doors.

What's it like to work at Platform?

Yes, our goals are ambitious. Some might say aggressive. (Yes!) We've set the bar high for ourselves and for Calgary's tech community. The only way we'll get there is if a) the next 10 years in tech are the best in Calgary's history (*for everyone*) and b) we are a catalytic organization that, at its core, is highly collaborative AND highly entrepreneurial.

Our team is passionate about supporting startups and innovators no matter where they're at, but is equally enthusiastic about seeing our partners thrive as they deliver on our shared vision for Calgary. At the end of the day, we're all working together to empower the people building the next economy.

We hire experts and generalists with complementary skills and a shared attitude: we value integrity, creativity and diversity, and we thrive as part of integrated teams that revel in delivering results. If you're considering joining our team, it is important that you understand we are blazing new trails in our city. A lot of what we need to be able to do in the future is being built today. (Hint: look elsewhere for well-worn playbooks and a slow moving routine.) Read our [Guiding Principles](#) for the litmus test on how we determine and prioritize the work we do.

Diversity in the people we hire is essential for truly collaborative work, and for the impact we are accountable for in the community we serve. We foster a workplace in which individual differences are recognized, appreciated, and respected to fully develop and utilize each person's talents and strengths. We operate a hybrid and flexible work environment to support the best results from our highly collaborative teams.

Our beliefs are the foundations of Platform's growing culture. Written by all of us, we are each accountable to these beliefs and work to reinforce them in our daily work:

- *Ship It*: I do what it takes to get work out the door even if it's not perfect, and learn how to make it better.
- *Shout Out*: I revel in my coworkers' efforts and accomplishments.
- *Move the Needle*: I drive transformational results by focusing on opportunities that create measurable impact at scale.
- *All Hands*: I take initiative to listen, ask and contribute in whatever ways I can because I have experiences and knowledge that matter.
- *Build to Last*: I make decisions today that create foundations for the future of Calgary.
- *Top Priority*: I safeguard my health and wellness and know I am supported by the team to take care of myself.

If you're ready to be a part of a highly collaborative team that is making a difference in the future of Calgary, come talk to us.

The Opportunity:

The Director of Marketing plays a critical role in driving the awareness and engagement of the Platform Calgary brand, and in reinforcing strategic and relevant messaging to multiple and distinct stakeholders.

We need to reach, resonate and engage with each of these distinct audiences:

- entrepreneurs (from early stage, to scaling companies, to seasoned veterans).
- program partners (support organizations that work alongside Platform in vision and mission).
- the investment community (family offices, angels, VC's, PE firms).
- government partnerships (funders at municipal, provincial and federal levels).
- corporate innovators.
- more traditional sectors and industries outside of tech.

This permanent, full-time role is ideal for an individual with 10+ years of marketing experience and a roll-up-your-sleeves style leadership of a small but nimble team that executes across brand, content, event and channel strategies. We're looking for a marketer at heart to leverage and build on the momentum we've achieved to date, to advance and further the perception of Platform as the champion of all things happening in tech in Calgary. A deep understanding of the role of marketing, adopting an entrepreneurial mindset in a not-for-profit organization, and the passion to help advance Calgary as a global hub for startups and innovation, would make the ideal candidate for this role.

Reporting directly to the President & CEO, the Director, Marketing serves the internal teams that work directly with founders, program partners, sponsors, donors, government funders and the broader tech network and community.

What you will be doing:

Marketing and Brand Ownership

- Evaluate, develop and oversee the rollout of an organization-wide integrated marketing strategy and plan tied to key business drivers with a comprehensive workflow for execution.
- Advance and enhance Platform's brand voice, presence, and experience, and broaden awareness and refine key messages around Platform's 3 Ps: Place, Programs and Partners.
- Evaluate the effectiveness of, and continuously improve on Platform's brand expression and presence on existing physical and digital assets, and all collateral (Innovation Centre, website, print collateral, newsletters, blog, social media).
- Develop and integrate a clear position, voice and value proposition for the Startup Calgary sub brand.
- Develop a vision and clear position for the brand experience of the Platform Innovation Centre.
- Ensure the support and cross promotion of Platform's 60+ partner organizations in their program offerings, events and initiatives.
- Source and manage third party vendors as required.
- Support content and collateral for public affairs strategy as required.
- Lead the workflow and management of the Marketing team (Lead, Marketing, and 2 Coordinators).
- Seek out new trends, platforms, tools and opportunities as mediums and channels to increase audience size and engagement.

Content Strategy and Development

- Further refine and integrate Platform's key messages, collateral and digital assets for each of Platform's key audiences, with adaptations for each of Platform's channels.
- Support teams across the organization in the consistency and execution of key messages and how they integrate into collateral.
- Support teams across the organization in the timely development and execution of new collateral for the promotion of products, programs, events and initiatives.
- Support the work to tell stories of entrepreneurs, partners, sponsors etc that are supporting, working and progressing within Calgary's tech community.

Channel Strategy and Development

- Build strong internal relationships and be the core support for Platform's teams that work with multiple audiences: Growth (inbound and outbound sales/business development), Academy (founder programming), Acceleration (advisory network) and Community (the broader ecosystem).

- Oversee, continuously improve, and grow Platform's social media and earned media presence including the strategy, writing, scheduling and publishing of engaging content.
- Develop a plan for prioritizing any paid media in coordination with key events or initiatives across the event calendar and the organization.
- Support the Innovation Centre events leadership team with strategic insights that support and advance the Platform brand.
- Support ongoing requirements for speaking engagements for senior leadership as required with an inventory of key messaging, content and presentations.

Analysis & Measurement

- Monitor the size and sentiment of Platform's engaged audience and report on key metrics such as: media mentions, website activity, social media engagement and social listening, campaigns and SEO.
- Report to the senior leadership team and educate across the organization on a monthly basis to create shared understanding of the benchmarks, and the importance of growing these key metrics.
- Continuously measure and monitor the effectiveness and functioning of the execution of the marketing plan with input from internal teams and external metrics.

What you will bring:

- 10 years experience and deep understanding of multi-channel B2B brand management, marketing, and communications environment.
- 5+ years experience in execution and performance analysis of digital marketing strategy and social media tactics (including evaluation and continuous improvement of the conversion funnels, marketing analytics and digital promotion).
- Proven experience managing a team.
- A responsive, impact focused, results and data driven work ethic.
- Proficient in tools/platforms for website editing, CRM and social media.
- Outstanding writing and editing skills adaptable for multiple audiences; ability to gather, synthesize and communicate information in a timely manner.
- A creative eye for, and ideally experience in, graphic design and layout across multiple mediums.
- Self starting and a passion for seeking out opportunities to create further momentum for brand engagement.
- Strong project management and communication skills, ability to balance and prioritize the needs of multiple internal teams.
- Experience in campaign development and media buying.
- High attention to the smallest details.

Bonus Skills:

- Experience working in a dynamic non-profit environment.
- Strong track record and examples of growing brand presence, through social media and other channel campaigns.

- Competencies in Adobe Creative Suite, Asana, HubSpot, Google Analytics, AdWords.
- Experience in launching, management and measuring campaigns in marketing automation platforms.

What will you receive?

- Full Medical & Dental Benefits including a Health Spending Account.
- Group RRSP matching program & Group Life Insurance.
- Opportunities for professional development.
- Salary range: \$109,000 - \$150,000.

Platform Calgary is committed to creating a diverse and inclusive environment. We encourage applications from all qualified candidates including aboriginal persons, members of sexual minority groups, persons with disabilities, visible minorities and women. We will provide any requested accommodation to candidates with disabilities throughout the recruitment process.

Platform Calgary requires its team members to have up to date vaccinations to minimize risks associated with COVID-19.

We thank all applicants for their interest and sending their resume to jointheteam@platformcalgary.com but only those shortlisted will be contacted.