



**B.G.E. SERVICE & SUPPLY LTD.**

## **Director of Marketing & Business Development**

B.G.E. Service & Supply Ltd. provides quality filtration solutions for people, places, and processes. To further our growth and success, we are looking for a talented and experienced marketing leader to join our organization in the role of **Director of Marketing & Business Development**. Our ideal candidate for this role will encompass and live our core values of: **Together We Are Better, Whatever it Takes, and Be the Experts.**

Based out of the Edmonton branch, the Director of Market & Business Development will lead our company's marketing & communications function. With a deep understanding of how marketing and sales teams work together, you will also lead a team of market segment leaders who collaborate with the company's sales team (account managers) in a matrix sales organization to drive sales, maximize margins, and grow market share. Using a hands-on approach that ensures a high degree of integration between marketing and direct sales, the successful candidate will plan and execute branding, communications, and business development programs that allow the company to achieve our financial growth targets. You will also organize and oversee customer relationship programs that help retain our long-standing base of loyal customers.

### **Responsibilities:**

#### **Strategy & Planning**

- Develop effective marketing plans and programs for B.G.E.'s brand, products and value-added services, including the development of market segment-specific marketing strategies and collateral that will help grow our market share and sales across five key industry verticals: Heavy Industrial & Manufacturing; Health & Cleanrooms; Commercial; Institutional; Contractors.
- Working with the VP of Sales & Marketing and the senior management team, actively contribute to the development of corporate strategy, with an emphasis on providing guidance and leadership around marketing, communications, and business development strategies that will achieve increased market share, revenue growth, and margin expansion.
- Identify new and effective ways to further penetrate our chosen markets and reach new customers within those markets.

#### **Execution**

- Direct all marketing and communications strategies and tactics in a way that will support efforts to increase sales.
- Develop lead-generation and lead-nurturing programs that generate a robust pipeline of customers/opportunities for our sales team.



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- Regularly monitor your budget and KPIs (both financial and operational) and take corrective action where needed.
- Be our chief brand ambassador and oversee the development of all branding and related communications collateral.
- Manage our investments and participation in industry associations, tradeshow, and events.
- Constantly measure and monitor marketing and sales KPI's to ensure marketing strategies are effective and that they support the company's objectives.
- Develop and champion customer relationship solutions and processes that help us continually improve relationships with our customers.
- Meet with key customers to: confirm B.G.E. is meeting/exceeding expectations; discuss evolving needs; and help improve overall customer experience.
- Gather, analyze, and share short and long-term market intelligence through understanding key economic and market drivers, tracking changes in markets and competitors, and identifying customer needs' and trends.
- Understand the market and competition, ensuring our business and our teams stay current with market directions and trends.
- Working with the VP of Sales & Marketing, District General Managers, and Industry Segment Leaders, assisting in the development of annual sales growth plans and marketing plans across our geographic regions and our five vertical segments.

**Technical Knowledge / Abilities**

- Maintain a deep understanding of our products and value-added services and be considered a corporate expert and go-to resource for product, service, and market information.

**Leadership & Management**

- Hire, train, and provide on-the-ground leadership and support for your team members, including a team of market segment leaders who work in a matrix sales structure with account managers to drive sales growth.
- While the sales team (account managers) will not report directly to you, you will be expected to have strong working relationships with all sales team members and be seen as an expert and go-to resource for the sales team.
- Maintain positive staff relations through consistent and effective communication with staff.
- Maintain positive, collaborative relationships with other leaders and staff across B.G.E.



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### **Continuous Improvement**

- Drive continuous improvement of productivity and efficiency within your team.

### **Safety**

- Maintain a safe and healthy work environment by establishing, following, and enforcing safe standards and procedures.
- Comply with legal regulations and ensure your team is trained to safely perform their work.

### **Other**

- Develop and maintain healthy, productive, and highly collaborative relationships with marketing vendors/partners/subcontractors.

### **Qualifications/Experience:**

- Degree in business, marketing, or a related discipline.
- Minimum 10 years corporate experience demonstrating progressive leadership growth.
- Minimum 5 years' experience in senior B2B marketing role(s).
- Minimum 5 years direct experience doing (or supporting in a significant way) industrial or commercial outside sales / business development.
- Superior leadership, business acumen, and financial skills.
- Strong ability to execute on marketing and sales objectives and to grow market share.
- Experience working with a matrix sales organization (sales reps + segment or product/technical specialists) is an asset.
- Outstanding communication and interpersonal skills.
- Proven financial planning and strategy development skills.
- Must possess a valid class 5 driver's license and provincial driver's abstract.
- Ability to travel on a regular basis (mostly Western Canada, occasionally USA).

Please submit your application to [careers@thefiltershop.com](mailto:careers@thefiltershop.com).

*We would like to thank all applicants for their interest in this position; however, only those selected for interviews will be contacted.*