



## JOB POSTING – MARKETING MANAGER

### ABOUT PELOTON TECHNOLOGIES

Peloton is a Financial Technology company with the potential for huge growth. Our technology team has spent 10 years developing a platform that is poised to change the payments landscape. With an already impressive customer base built on revolutionary service offerings, we are gearing up for the release of new products that tie all our service offerings together.

### WHY PELOTON?

At Peloton, we live by our core values of **Teamwork** and **Respect**. Our team consists of dedicated, high-performing individuals that support one another across all channels of our business. We are a fast-growing company with exponential room for growth. We are seeking passionate team members who thrive in an innovative, agile and inspiring work environment.

Peloton staff are experts at managing and participating as members of remote teams. Utilizing tools such as Google Hangouts, Skype, Slack, Sync and Azure DevOps for collaboration. While most of our work is done remotely, in-person meetings are an important part of forming relationships and are required at strategic points within projects. Peloton staff are predominantly based in Victoria, BC and enjoy a work-from-home structure. When in-person meetings are required most staff travel by foot, cycle or public transport. Peloton is a near paperless operation; only producing paper for compliance and as required by third parties.

### WHAT WE OFFER

- Competitive compensation package
- Comprehensive benefits package
- A flexible work-remote schedule
- Opportunities for travel and professional development
- Clear job growth opportunities

### POSITION SUMMARY

We are seeking an energetic and experienced Marketing Manager with exceptional organizational skills and the ability to balance multiple projects with ease. Reporting to the CEO, our ideal candidate will have a variety of marketing experience and a willingness to learn and take on new challenges related to financial technology. The ideal candidate possesses strong leadership abilities but does not shy away from the small tasks required to get the job done. You are comfortable wearing multiple hats when necessary to support the marketing team, and produce an exceptional product.

This is a unique opportunity for an experienced marketer to achieve a career milestone and play a significant role in explosive growth. You will drive the company's marketing strategies as well as oversee the day-to-day activities of our customer touchpoints. You will utilize your knowledge to complete critical deliverables and help build a marketing team to maintain and deliver broader initiatives. The successful candidate will be able to grow with Peloton and has the potential to move into a Director or CMO position.

## KEY RESPONSIBILITIES

### MARKETING STRATEGY

- Work with executive team to develop marketing strategies
- Developing the strategic marketing plan for the business, including understanding the marketplace and our competitors to develop a differentiation strategy that will help build our business across many geographies
- Directing the marketing teams' activities including: campaigns, communications, PR, sponsorships, online advertising, event management and promotional activities
- Developing, implementing, testing and analyzing programs that drive new sources of traffic including organic, social media, etc.
- Tracking and monitoring landing page traffic and optimize campaigns based on the best-performing strategies
- Overseeing social media activities
- Strengthening the brand identity and supervising the consistency of the brands both internally and externally
- Developing digital advertising efforts around search, display, social media and influencer outreach.
- Managing SEO/SEM strategies
- Overseeing the monthly budget and forecasting for online marketing programs.
- Managing monthly online marketing traffic trends by analyzing monthly trends and year/year growth.
- Keeping current with digital marketing trends and technology, including SEO and SEM

### DIGITAL MEDIA

- Compose and post online content on the company website and social media
- Developing and executing our social media content strategy
- Social media advertising campaigns
- Collecting and analyzing site data, current market conditions and competitor information
- Organizing and executing on Twitter & Linked in tags( #BaaS), sponsorship and prizing
- Identifying opportunities for advertising, and managing relationships with potential advertisers

### COMPANY PROMOTION

- Assist in the organizing of promotional events and campaigns
- Assist in developing and distributing of marketing and promotional material
- Maintain strong relationship with various industry associations
- Writing, editing and publishing for a variety of mediums including Website blog, media releases, articles and copywriting
- Strengthening our brand identity and supervising the consistency of the brand both internally and externally
- Managing influencer campaigns and outreach
- Overseeing email communications (eNewsletter, etc)

### MARKET RESEARCH

- Employ marketing analytic techniques to gather data
- Monitor competitors and maintain competitive landscape to identify market differentiators and changes in market direction

## QUALIFICATIONS

### EDUCATION

Bachelor's Degree in Marketing or a related field (*will consider equivalent experience*)

### EXPERIENCE

- Minimum 8 years of experience in marketing roles of increasing responsibility
- Experience developing strategies and growing digital businesses
- Experience marketing software as a service in the financial sector
- Understanding of digital media ecosystems, online media, including social media
- Proficiency managing SEO/SEM projects
- Track record of delivering qualified traffic from both an acquisition and conversion standpoint.
- Experience with A/B and/or multivariate testing
- Experience gained through coursework such as:
  - Analyzing the internal and external marketing environment to develop a situational analysis
  - Developing vision, mission and value statements
  - Identifying objectives, target markets, and strategic positioning
  - Building a comprehensive marketing plan
  - Identifying trends and opportunities for growth

### KNOWLEDGE, SKILLS, AND ABILITIES

#### Knowledge

- Foundational understanding of marketing fundamentals and best practices
- Comprehensive understanding of Peloton's brand, services, and history
- Developed knowledge of marketing, advertising, and sales regulations
- Working knowledge of all popular social media for brands, such as:  
Facebook, Twitter, Instagram, Pinterest, Google+, LinkedIn, Hootsuite, etc.
- Advanced working knowledge of Google Analytics and social media reporting tools
- Comfortable with Google AdWords

#### Skills

- Excellent time and project management skills.
- Proven to be able to comfortably present information to a group of people in an engaging way
- Capable of operating computers in a Windows based platform in a proficient manner
- Capable of producing documents using Microsoft Office tools (Word, Excel, PowerPoint)
- Proven to be an effective member of a team
- Strong written and verbal communication
  - Familiarity with the Canadian Press Stylebook is important
  - Ability to adopt relevant tone of voice and writing styles for a variety of audiences
  - Ability to describe Peloton's vision and services to non-technical audiences

#### Abilities

- Solve problems collaboratively and creatively
- Maintain an organized system of work
- Work independently
- Able to multitask and prioritize assignments
- Creativity, teamwork and attention to detail required



## REPORTING STRUCTURE

**Position Title:** Marketing Manager

**Reports To:** Chief Executive Office

**Direct Reports:** Marketing Coordinator

## HOW TO APPLY

To apply please send your resume and cover letter to [careers@peloton-technologies.com](mailto:careers@peloton-technologies.com) with the subject line "Marketing Manager application - Your Name".

We are interviewing on a rolling basis so apply at your earliest convenience. We thank all applicants for their interest, however only those candidates selected for interviews will be contacted.