



Head of Marketing, Research & Sales - Job Ad

Be proud of who you are, where you work, and what you do!

We're Pink Triangle Press ("PTP")— the organization behind brands such as Xtra Magazine (www.xtramagazine.com) and the newly announced Pink Papers (<https://www.pinktrianglepress.com/advocacy>), a partnership with the Canadian Media Fund. We are also known for Pink Ticket Travel (www.pinktickettravel.com) and Squirt.org (www.squirt.org). We're Canada's largest and oldest LGBTQ2S+ media organization - we've been around since 1971 (but we look much younger!). We've grown and [added to what we do over the years](#), always keeping our mission in mind: [Daring Together to Set Love Free](#).

Come Work With Us!

We're on the hunt for an energetic, thorough, and detail-oriented Head of Marketing, Research and Sales as we expand upon our businesses. You'll work to ensure that all of our products and services correspond with our target audiences, clients and funders to leave an immediate and long-lasting impact. You'll work alongside the Head of Dating Businesses and other senior leadership members to develop business strategies and optimize our marketing budget to generate higher awareness, engagement, revenue and profitability to grow PTP and its influence in Canada and internationally.

What we provide - a few highlights

- Competitive pay and a great group of people to spend time with every day
- Flexible schedule
- Great health benefits with no co-pay
- A company-matched pension plan and life and disability insurance
- Employee and family assistance program
- A largely remote working environment
- Access to training and support

Your key accountabilities in this role would be to:

Build and oversee a marketing and business development strategy, identifying and evaluating new revenue opportunities

- Bring in sponsors and partners
- Develop and evaluate options for growth and sustainability
- Evaluate and bring to market new products and services expeditiously
- Make innovative use of internal and external data to constantly improve product development and marketing efforts

- Ensure all new initiatives and opportunities are vetted for their ability to bring in revenue and generate net margin

Oversee the development of PTP's research, analytics, and insights capabilities in service of our businesses, partnerships and community relationships

- Ensure that our Knowledge Hub has the ongoing ability to provide advanced and meaningful audience and customer insights to internal and external stakeholders
- Oversee the processes for capturing and analyzing competitive information that allows PTP to design and implement impactful marketing and PR efforts
- Develop and oversee market research to enhance awareness and impact of PTP's brands in their respective markets and with targeted audiences/stakeholders
- Anticipate, assess and convey emerging marketing trends that will enhance our marketing and PR effectiveness and keep PTP at the forefront of marketing best practices

Oversee Product Marketing Strategies for successful product launches as well as ensure PTP products are achieving customer and audience acquisition, development and retention goals

- In collaboration with other senior leaders, set objectives, develop annual strategies, business plans and review processes to achieve targets for all PTP products and services
- In collaboration with the Head of Dating Businesses, optimize the marketing budget across online and offline channels to create the best media mix in support of Dating products
- Determine appropriate metrics to measure marketing success, such as: campaign effectiveness, customer engagement and satisfaction, campaign ROIs, customer experience, and lead generation
- Oversee PTP's search marketing efforts SEO/SEM/ASO to deliver success for all PTP products and services
- Oversee the research & analytics team to increase marketing effectiveness as well as advertising and sponsorship revenue

Build a Branding, Communication and PR strategy that increases visibility and drives PTP's growth across internal and external platforms and across the Media industry, LGBTQ2S+ community and other important stakeholder groups

- Develop and manage the communications strategy of PTP
- Oversee planning and execution of all PTP communications on all channels and across all outlets
- Manage the PTP's PR strategy to ensure an increase in earned media impressions and maintain a favourable public image for PTP's brands, services and initiatives
- Develop and lead PTP's Social Media strategy and activities to drive more engagement and deepen our relationships with our target audiences and to align with business goals

Lead multiple creative strategies to elevate PTP's branding effort

- Manage the branding and design strategy of PTP, including the setting of style guides, brand guidelines, brand vision and value proposition across all properties
- Manage the creative and design needs and processes of PTP
- Improve the productivity of the design team and external suppliers
- Stay up-to-date with current technologies and trends in digital media branding/design as well as design tools and applications

Lead PTP's Sales strategy by maximizing revenue, creating partnerships and managing B2C and B2B revenue sources, including new funding sources

- Identify and develop new revenue and fundraising opportunities and revenue growth opportunities across all properties (done in collaboration with the Head of Dating Businesses when it relates to Dating Products and Services)
- Bring in new sponsors and business partners
- Manage Sales and Sponsorship personnel
- Own and hit/exceed annual sales targets and accounts across all properties
- Develop and execute a strategic plan to achieve B2B sales targets and expand our customer and partnership base
- Develop and oversee processes for identifying new funding/revenue opportunities, including grants and funding from other sources (sponsorships, foundations, other funding/charitable organizations)
- Effectively communicate the PTP commercial value proposition through proposals and presentations

Education & Experience:

- Bachelor's degree, with an MBA preferred in Marketing or related field or equivalent experience
- 5 years of experience as a respected leader in senior-level Marketing & Communications roles
- Significant record of accomplishment in marketing leadership across the digital space
- Experience overseeing Sponsorship sales and other areas of revenue generation

Key Skills & Experience:

Marketing

- Demonstrated Strategic Vision with a proven ability to develop and implement comprehensive marketing strategies aligned with organizational goals
- Experience in crafting long-term vision while remaining adaptable to changing market dynamics
- Proven track record of success in multichannel marketing
- Experience Leveraging digital platforms to amplify the organization's message, utilizing social media, email campaigns, and other online channels
- Demonstrated success in optimizing campaigns based on key performance indicators
- Outstanding ability to get brands noticed, to drive actions and to “make some noise”

Communication

- Strategic Communication skills including the ability to develop and execute comprehensive communication strategies that align with the organization's goals and target audiences
- Ability to craft compelling narratives to convey the impact of our advocacy work
- Comfortable with acting as a spokesperson and advocate via media appearances, interviews, trade shows
- Experience in Media Relations and PR, with an ability to cultivate and maintain strong relationships to secure positive coverage and amplify company/organizational messaging

- Expertise in the creation of compelling content to position the organization as a thought leader

Sales Leadership:

- Experience in leading high-performing sales teams, setting ambitious targets, and driving results
- Strategic mindset in developing and executing sales plans to meet and exceed revenue goals
- Exceptional relationship-building skills, fostering strong connections with clients and sponsors
- Ability to understand client needs and tailor solutions
- In-depth knowledge of digital advertising platforms, programmatic advertising, and emerging trends in the online publishing industry
- Ability to identify, negotiate and secure sponsorship deals that align with brand and content
- Adept at identifying and cultivating strategic partnerships that enhance the organization's market position and revenue streams
- Strong negotiation skills to secure favourable terms in sales and sponsorship agreements
- Proficiency in managing budgets and forecasting, ensuring effective allocation of resources

Monetization, Business Modeling and Revenue Growth

- Solid track record of successfully monetizing products and services, bringing new products, services and brands to market, growing audiences and customer bases as well as revenues and improving profit margins
- Able to prepare/evaluate concise business cases for projects, identifying best options for ROI
- Able to analyze market dynamics and detect potential disruptions, market trends and political/regulatory events that could affect PTP
- Able to analyze technology trends and impacts to highlight potential competitive actions and innovation strategies

Market Research, Insights and Product Development

- Elicit customer input and translate it into improved offerings and experiences
- Create valuable new products, services and initiatives that uniquely fulfill unmet needs
- Expertise in utilizing data analytics tools to assess marketing performance and guide adjustments
- Utilize data analytics and market insights to inform sales strategies
- Experience in leveraging data to showcase the value of advertising and sponsorship opportunities

Delivering Value

- Proven ability to lead teams to deliver in a deadline-driven environment, on time and on budget
- Directs resources for maximum impact, holds producers accountable
- Proven ability to work with tech teams to deliver quickly and improve speed to market
- Roll-up-the-sleeves work ethic and a pragmatic, results-oriented approach

If this job sounds like it's for you, we'd love to hear from you! Please fill out the [Application Form](https://forms.gle/L4H8Vn8Yq7pFmj7w6) (<https://forms.gle/L4H8Vn8Yq7pFmj7w6>) and upload your resume.