

Product Marketing and Sales Manager Job Description

Econics helps local governments sustainably manage their water supplies. We work with large and small communities across North America. Founded in 2009, our offices are located in Victoria, BC in the heart of the city's tech community at Fort Tectoria, a four-storey, red brick marvel built in 1909 and updated into modern, urban office spaces. More information can be found at www.econics.com.

We're looking for a Product Marketing and Sales Manager to become the newest member of the Econics team. This person will support the marketing and sales of [WaterWorth](#), an online tool that helps local governments sustainably set water rates and manage water systems.

Your time will be split between marketing and sales. You will be responsible for a number of projects and ongoing work such as content marketing, demand generation, educational experiences and campaign management. In addition, you will be selectively engaging with the market to qualify leads, test campaign strategies and book product demonstrations. You will use insights from the marketing efforts, combined with phone and email communication and supported by cutting edge sales engagement software.

Econics is in the middle of a major strategic marketing project that will be complete in a few months. New branding, new messaging, new communication strategies, and a new website are all part of the overhaul. The Product Marketing and Sales Manager will be involved in completing the marketing project and become the executor of the new campaigns.

Responsibilities

- ◆ Implement the marketing strategy
- ◆ Create product awareness through various inbound marketing activities
- ◆ Distribute valuable, relevant and consistent content/sales enablement materials (whitepapers, webinars, newsletters, brochures, blog posts, social media posts etc.)
- ◆ Test product messaging, core positioning and value propositions that differentiate WaterWorth in the market
- ◆ Plan, measure, and track campaign performance and provide monthly reports
- ◆ Co-ordinate the planning and execution of special events, trade shows, and webinars
- ◆ Assist with the creation of content as required
- ◆ Engaging with prospective WaterWorth customers, primarily managers in small and medium sized local governments across North America, using a combination of email and introductory phone calls.
- ◆ Follow up with potential customers to keep them moving through our sales process.
- ◆ Ensure our Customer Relationship Management database is kept up to date with the latest information on our leads.

- ◆ Initially, you will be responsible for contacting and qualifying interested sales prospects. As you grow into the role, you may take on responsibilities further in the sales funnel, including delivering customer webinars and sales demos to promote features and answer questions from prospects.
- ◆ Continually look for ways to improve the sales and marketing process.

Skills and Experience

Skills for this position that will help ensure your success include the following:

Sales Aptitude: You are comfortable working in a results-oriented environment with clear objectives - deliver marketing campaigns and well qualified leads to sales.

Outgoing Communicator: You are a clear communicator through phone, email and social media.

Organized Time Manager: You know how to manage your time and keep track of leads through successive stages of a well-defined marketing and sales process.

Comfortable with Technology: You will carefully manage and track your activities with our Customer Relationship Management software. You will also be comfortable providing leads with introductory information about WaterWorth.

Great Attitude: At Econics, we pride ourselves on a really positive work environment. We roll up our sleeves and do what needs to be done, but we genuinely strive for work/life balance.

The following will also be an asset but are not required. Please feel free to highlight any relevant experience in your cover letter:

- Proven experience in a marketing, communications or sales role;
- Experience with Customer Relationship Management software of any kind;
- Post-secondary education of any kind;
- Past experience working with government in any capacity; or,
- Interest in environmental and water management, particularly in the urban context.

Econics is a great place to work - a place where you can make a difference. You will serve in the public interest and contribute to making communities more environmentally and socially sustainable. Underfunding of water systems is a chronic problem in North American cities. We help local government find ways to make sure they can provide critical water services to their citizens for the long term.

Coffee from the terrific café downstairs is always on us. And, you'll work with a great team of people that support each other and enjoy working together.

Please send us your cover letter and resume in PDF format only. These can be emailed to kyle@econics.com. Only shortlisted candidates will be contacted for an interview. Thank you for your interest in joining the Econics team!