



Marketing Manager

Lakeland Holding Ltd. is the holding company for Lakeland Power Distribution Ltd., Lakeland Generation, Lakeland Networks & Lakeland Solutions.

Are you ready to dive into the dynamic world of marketing for 4 exciting & innovative organizations? We're not just looking for someone to fill a role; we're searching for an enthusiastic and experienced marketing guru who's eager to revolutionize the way our products and services connect with people. If you thrive on creativity, have a knack for inspiring teams, and can juggle the fast-paced world of marketing with finesse, then we want to hear from you!

As a Marketing Manager for Lakeland Holding Ltd., you'll be at the forefront of crafting compelling campaigns that resonate across diverse channels and captivate target audiences. You'll not only lead the charge in executing marketing programs but also collaborate seamlessly with internal teams, turning ideas into impactful realities.

What You'll Be Doing:

- Devise strategic marketing plans that position us as market leaders and speak directly to our diverse audience.
- Take the reins in executing end-to-end marketing programs, driving collaboration, and leveraging internal support.
- Dive deep into customer insights, market trends, and best practices to shape successful strategies.
- Conduct analytics reporting across multiple platforms, extracting key insights for future campaigns.
- Collaborate with cross-functional teams to design, test, and evolve lead-nurturing tactics.

Your Responsibilities Will Include:

- Guiding & executing creative direction for advertising and public-facing communications, spanning print, digital, and video assets.
- Conceptualization and hands-on execution of multichannel campaigns throughout the prospect and customer lifecycle.
- Managing content for customer and internal touchpoints, participating in events, and providing crucial sales support.
- Utilizing customer and market insights to inform outreach strategies, boost conversions, and generate high-quality leads.
- Evaluating the effectiveness of marketing initiatives with meticulous tracking, analysis, and optimization.

What You Bring to the Table:

- A Bachelor's degree in marketing, business, or a related field.
- Proficiency in online marketing and social media strategy.
- Success in designing interactive applications and networking platforms.
- Proven success in developing impactful marketing plans and campaigns.
- Exceptional written and verbal communication skills.
- Strong project management, multitasking, and decision-making abilities.
- A metrics-driven marketing mindset with a keen eye for creativity.
- Experience with marketing automation and CRM tools.
- A willingness to travel and establish contacts in the media industry.



What We Bring to the Table:

- Competitive compensation package
- OMERS Pension
- Manulife Benefit Package
- Innovative work environment
- Positive & collaborative company culture
- Career development opportunities

Join us on this exhilarating journey and bring your passion for innovation to the forefront! Apply now and let's create marketing magic together!

Interested candidates should submit their cover letter and resume via email at hr@lakelandholding.com by March 3rd, 2024.

Lakeland Holding Ltd. is an equal-opportunity employer, and we value the importance of diversity, dignity and worth of every individual in the workplace. Lakeland offers accommodation for applicants with disabilities in its recruitment processes. If Lakeland contacts you regarding a job opportunity, please advise prior to the interview if you require accommodation. We thank all applicants, but only those selected for an interview will be contacted.