



MUNISIGHT LTD.  
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Edmonton, AB T6E 1X2  
[www.MuniSight.com](http://www.MuniSight.com)

## CURRENT OPPORTUNITY

Title: **Marketing Manager / Marketing Lead**

Employment Type: **Full-time**

### Join a fun and dynamic team on the leading edge of software design and support

We are a top-tier GovTech software and service company focused on helping Municipal Governments simplify Municipal information to generate greater citizen engagement. Our brands include MuniSight, CAMA!ot, Townfolio, All-Net, and Muniware. We are a rapidly growing team that is well positioned to increase our breadth and depth within the niche rural and small urban market. We are looking for high calibre team members who can help take us to the next level.

### About you as the Marketing Lead

- You work with the leadership team to establish a vision for the individual brands within the vertical
- You are a strong writer that develops and implements content to engage and educate current and potential clients, drive demand, revenue, and meet relevant business goals
- You continually analyze and measure campaign performance and modify structure to optimize results
- You excel at cultivating and leveraging social media to strategically tell a story, build our brands, capture attention, engage, and build our community
- You are the expert who designs and executes email marketing campaigns to drive client engagement and loyalty using Pardot and Mailchimp
- You develop collateral, media, and presentations to support sales and business development
- You work closely with the sales leadership to plan attendance and presence at trade shows and conferences
- You help to define the metrics and KPIs that prove the success and impact of your marketing efforts
- You are the champion of internal communication efforts and activities in collaboration with the leadership team
- You deliver compelling reports on marketing performance and results to the leadership team

### What you bring to the team

- Education or notable experience in Marketing with a focus on social media and demand generation
- A keen interest and/or experience in Municipal government, primarily in smaller, rural settings is an asset
- Previous SaaS Marketing experience is preferred
- Excellent content writing experience (use cases, brochures, social media etc.)
- Strong reporting capabilities with the ability to manage spend down to the most granular details
- A digital marketing portfolio of produced marketing work
- Experience with Salesforce and Salesloft

### About MuniSight and what we offer

At our office in Old Strathcona (Edmonton, Alberta), we have a fun and inviting work environment with all the modern fixings; stand up desks, meditating/quiet room, foosball, table tennis, and board games. We celebrate an active social committee, have fitness challenges, love our office dogs, lounge areas, and more!

We also offer competitive compensation, a hybrid work policy, full paid vacation, and comprehensive health & dental benefits. We focus a lot of energy on professional development as we want our employees to ride the wave and grow with our business.

### To apply.

To apply, contact:

Email: [admin@munisight.com](mailto:admin@munisight.com)

Email subject: Opportunity: Marketing Lead