



Road Information Management
and Communications

Position: Marketing Manager
Type: Permanent/Full time
Repos to: CEO

Serving over 200 municipalities, Transnomis Solutions specializes in advanced cloud-based road information management and communications solutions for municipal and regional governments. We are looking to accelerate the rollout of our recently launched geo-based Road Permitting Solution throughout North America, with an initial focus on Canada.

You'll be working closely with the leadership, sales team, and product stakeholders to help design and execute persona-based campaigns that will drive results across all buying stages and channels.

You are detail-oriented, organized, and deadline driven, adaptable and open to learning and trying new things, and are looking for the opportunity to shape a marketing strategy from the ground up.

Reporting to the CEO, we are a remote workforce, although we do meet in-person at our offices several times throughout the year on a scheduled basis, for team building and material company updates.

What you will do:

- Implement an account-based marketing playbook to drive qualified leads (MQA's) and grow pipeline in our key markets
- Work with Sales and Product to develop an ideal customer profile and targeted messaging and marketing strategy for each stage of the buyer's journey
- Develop and execute multi-channel campaigns from concept to execution,
- Directly support sales enablement
- Develop our social media presence (Linkedin) and monitor, listen and engage to build awareness for our brands
- Develop and monitor key metrics to ensure campaigns are meeting objectives and revenue targets, and a positive return on investment (ROI)
- Identify new markets and channels and partnerships to increase our revenue growth opportunities
- Manage the creation of new campaign and content assets including landing pages, collateral, standard presentations, paid search, and social assets

Your Experience:

- 3+ years of marketing experience in an account-based SaaS environment.
- Previous Govtech experience an asset

- Demonstrated experience developing and executing successful marketing campaigns
- Strong working knowledge of LinkedIn, Salesforce, HubSpot and MailChimp
- Exposure to SEO, Google Analytics, and marketing automation tools a benefit
- Understanding of web design best practices and content strategies and Word Press
- Degree or Diploma in business, marketing, communications, or a related field

Benefits and Perks:

- A Fun, Family, Friendly environment
- Company provided equipment (laptop, software, etc.)
- Employer health plan, including a personal health spending account
- Company lunches and social activities
- A remote first workplace

How to Apply

To join our team please send your resume to career@transnomis.com with the Position Name in the subject line.