HEAD OF SALES AND MARKETING

Job Ref. No: #JDMPR1544

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Head Of Sales And Marketing
- **Job Type** : Full Time
- **Industry** : Media & Marketing Industry
- **Department** : Sales & Marketing Department
- **Work Model** : Remote
- **Salary** : Negotiable Salary

www.morismedia.com

About morismedia

Moris Media is a professionally managed public relations, digital marketing and reputation-management organisation with 12+ years of industry experience, recognised as one of the world's leading PR and digital marketing boutique agencies, working across 40+ countries.

Job Summary

Moris Media is currently hiring for a **Head of Sales and Marketing** in Canada. This job may require you to lead and oversee the company's entire sales and marketing functions, driving revenue growth and brand awareness. As the Head of Sales and Marketing, you will be responsible for developing and executing strategic plans to achieve ambitious targets, while ensuring seamless collaboration between the sales and marketing teams. In this role, you will play a pivotal role in shaping the company's go-to-market strategy, identifying new business opportunities, and optimizing existing sales channels. You will lead the development and implementation of comprehensive marketing campaigns, leveraging various channels to reach target audiences and generate qualified leads. You will also be responsible for managing and mentoring a team of sales and marketing professionals, fostering a high-performance culture that prioritizes innovation and results. The ideal candidate will be a visionary leader with a proven track record in both sales and marketing. You will possess strong analytical, communication, and interpersonal skills, along with a deep understanding of the media landscape. If you are a strategic thinker who is passionate about driving growth and building successful teams, we encourage you to apply for the Head of Sales and Marketing position at Moris Media.

Primary Responsibilities

- **Strategic Leadership:** Develop and execute comprehensive sales and marketing strategies to achieve company revenue goals and enhance brand visibility.
- **Team Leadership:** Lead, motivate, and mentor a high-performing team of sales and marketing professionals, fostering collaboration and a results-oriented culture.
- **Revenue Generation:** Drive revenue growth by identifying new business opportunities, expanding into new markets, and optimizing existing sales channels.
- **Marketing Campaign Development:** Lead the creation and implementation of integrated marketing campaigns across various channels, including digital, social media, content marketing, and events.
- **Brand Management:** Develop and maintain a strong brand identity for Moris Media, ensuring consistent messaging and positioning across all platforms.
- **Market Research:** Conduct in-depth market research to understand customer needs, industry trends, and competitor landscape.
- **Sales Enablement:** Equip the sales team with the necessary tools, resources, and training to achieve their targets.
- **Performance Tracking:** Monitor and analyze sales and marketing performance metrics to identify areas for improvement and optimize strategies.
- **Budget Management:** Develop and manage the sales and marketing budgets, ensuring efficient allocation of resources.
- **Partnership Development:** Identify and cultivate strategic partnerships to expand market reach and enhance brand credibility.
- **Customer Relationship Management:** Foster strong relationships with key clients and partners, ensuring their satisfaction and loyalty.
- **Lead Generation:** Implement effective lead generation strategies to attract and nurture qualified prospects.

- **Sales Forecasting:** Develop accurate sales forecasts to inform business planning and resource allocation.
- **Industry Thought Leadership:** Position Moris Media as a thought leader in the media industry through speaking engagements, publications, and thought leadership content.
- **Continuous Improvement:** Stay abreast of emerging trends and technologies in sales and marketing, identifying and implementing innovative solutions to drive growth.

Required Skills

- **Strategic Leadership:** Ability to develop and articulate a compelling vision for sales and marketing, aligning teams around common goals.
- **Communication Mastery:** Exceptional communication skills, both verbal and written, to inspire and motivate teams, deliver persuasive presentations, and build strong relationships with clients and partners.
- **Creative Vision:** A strong creative sensibility to develop innovative marketing campaigns and brand messaging that resonate with target audiences.
- **Team Building and Development:** Proven ability to build and lead high-performing sales and marketing teams, fostering a collaborative and results-oriented culture.
- **Data-Driven Decision Making:** Strong analytical skills to interpret data, measure performance, and make informed decisions to optimize strategies.
- **Adaptability:** Flexibility to adjust to changing market dynamics and evolving customer preferences, quickly pivoting strategies when necessary.
- **Negotiation:** Skilled negotiator, able to secure favorable deals with clients, partners, and vendors.
- **Budget Management:** Experience managing complex budgets and allocating resources effectively.
- **Relationship Building:** Strong interpersonal skills to build and maintain relationships with key stakeholders, both internally and externally.

Experience:

- **Leadership Experience:** 3-7 years of experience leading and managing sales and marketing teams, preferably in the media or a related industry.
- **Proven Track Record:** Demonstrated success in achieving sales and marketing targets, driving revenue growth, and enhancing brand visibility.
- **Cross-Functional Collaboration:** Experience working effectively with diverse teams across different departments.
- **Marketing Expertise:** Strong understanding of marketing principles, strategies, and tactics, including digital marketing, content marketing, social media, and event marketing.
- **Sales Expertise:** Proven track record in sales leadership, with a deep understanding of the sales process and a passion for closing deals.

Additional Requirements:

- **Willingness to Travel:** Openness to travel domestically and internationally for client meetings, conferences, and team events.

Qualifications & Experience

- **Education:** Bachelor's degree in Business, Marketing, Communications, or a related field. An MBA or Master's degree is a plus.
- **Experience:** Proven track record of leadership in both sales and marketing, with at least 5-7 years of experience in a managerial role.
- **Technical Proficiency:** Strong computer skills, including proficiency with CRM software, marketing automation tools, data analytics platforms, and virtual communication tools.

Technical Requirements:

To effectively perform in this role, the following technical equipment is required:

- **High-Performance Laptop or Desktop:** A computer with sufficient processing power and memory to handle multitasking, data analysis, and resource-intensive applications.
- **High-Speed Broadband Internet Connection:** A reliable internet connection is essential for virtual meetings, accessing cloud-based resources, and collaborating with the team.
- **Dedicated Workspace:** A quiet, distraction-free workspace, whether physical or virtual, to ensure focus and productivity.

Additional Requirements:

- **Open to Travel:** Willingness and ability to travel as needed to meet with clients, attend industry events, and visit other office locations.

Salary and Benefits:

We offer a competitive salary and benefits package commensurate with experience and qualifications. The specific salary range and benefits details will be discussed during the interview process.

Application Process:

If you meet the above qualifications and are a visionary leader with a passion for driving growth through sales and marketing, we encourage you to apply by clicking the button below.

Apply Only Through the Official Job Page

Candidates must review the complete job description, eligibility requirements, work model, location and experience expectations before submitting accurate and updated information through the official application form.

Submitting an application does not guarantee shortlisting, an interview or employment. Moris Media does not request registration charges, security deposits, training fees or candidate payments through its official recruitment process.

APPLY ONLINE HERE

Career Opportunities Across Borders

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