



Position: Senior Marketing Manager, B2B
Department: Marketing
Reports to: Leadership

About Us:

L Squared is a SaaS company building the next generation of communication solutions for the modern business that harnesses the power of data, analytics, and a simple user interface to organize, distribute and publish content that is dynamic, relevant, and personalized. “The L Squared Hub” is an industry-leading secure cloud content management and distribution platform that supports SMB and Enterprise allowing any business to easily take their critical information and present it to customers, employees, and decision makers either on demand or by scheduling. Featuring an off-the-shelf or customized platform, that creates immediate visibility to core business metrics, communications, or simply information to keep key employees informed by bringing data, analytics, and communications to the forefront that empower employees to be more knowledgeable, productive, and informed.

Our best-in-class user interface combined with our cloud platform turns any existing TV, digital display, dashboard, desktop, or mobile device, anywhere in the world, into a powerful communication medium that is relevant and personalized.

About the role

We are seeking an experienced, passionate and results-driven B2B Marketing leader to join our team and play a key role in driving traction through strategic digital marketing campaigns across various channels such as lead generation, brand awareness, and customer acquisition. This position will play key role in managing our marketing efforts across Canada and US, collaborating closely with local teams to execute initiatives that drive customer engagement, analyzing campaign performance to optimize overall Marketing results for the organization.

Responsibilities:

- Leading the development and execution of comprehensive marketing strategies and campaigns to achieve business objectives and drive growth.
- Managing and overseeing all aspects of marketing operations, including third party providers, branding, digital marketing, content marketing, social media, and events.
- Collaborating with cross-functional teams, including product development, sales, and customer success, to align marketing efforts with business goals.
- Leading marketing team by direction of work providing mentorship, guidance, and support.





- Analyzing market trends, customer insights, and competitor activities to inform strategic decision-making and identify opportunities for differentiation.
- Developing and managing marketing budgets, timelines, and resources to ensure efficient and effective execution of marketing initiatives.
- Monitoring and analyzing key performance indicators (KPIs) and metrics to track marketing performance and ROI and optimizing marketing strategies accordingly.
- Building and maintaining strong relationships with key stakeholders, including customers, partners, and industry influencers.
- Other duties as assigned as per business requirements.

Qualifications:

- Bachelor's degree in marketing, communications, or a related field; MBA is considered as an asset.
- Proven experience in marketing leadership roles within Small to Medium size B2B SaaS Industry.
- 8+ years of experience in marketing, project management and cross-functional leadership.
- Experience in working within Canadian and US markets.
- Excellent English language communication and interpersonal skills, with the ability to build rapport and influence stakeholders.
- Demonstrated track record of developing and executing successful marketing strategies and campaigns.
- Deep understanding of marketing principles, strategies, and best practices.
- Strong analytical skills, with the ability to interpret data and generate insights to inform strategic decision-making.
- Experience with marketing automation platforms, CRM systems, and digital analytics tools (e.g., HubSpot, Google Search Console, Salesforce, MailChimp, Asana)
- Ability to thrive in a fast-paced, dynamic environment and adapt to changing market conditions.
- Creative thinking with a strong ability to develop strategies for Marketing department.
- Attention to detail and organizational skills
- Analytical skills to interpret data and make data-driven decisions.
- Passion for technology and the SaaS market.

Plus

- As per business requirement, overseas travel may be required.

