CHIEF MARKETING OFFICER (CMO)

Job Ref. No: #JDMPR1700

2024 - 2025

- **Company Name** : Moris Media LLC
- **Designation** : Chief Marketing Officer (Cmo)
- **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 **Chief Marketing Officer (CMO)** in Canada. This job may require you to lead and oversee the strategic direction of the marketing department. You will be responsible for developing and implementing innovative marketing strategies that align with Moris Media's goals and objectives. As the CMO, you will manage a diverse team of marketing professionals, fostering a collaborative and high-performance work environment. Your role will involve coordinating with various departments to ensure the seamless execution of marketingcampaigns and initiatives. You will be instrumental in defining and managing the marketing budget, driving brand awareness, generating leads, and ultimately increasing revenue. As a key member of the executive leadership team, you will be expected to provide insightful data-driven recommendations to enhance the overall marketing performance of Moris Media.

Primary Responsibilities

Primary Roles and Responsibilities of the Chief Marketing Officer (CMO) at Moris Media:

1. Develop and execute comprehensive marketing strategies that align with Moris Media's overall business goals and objectives.
2. Lead and manage a diverse team of marketing professionals, fostering a collaborative and high-performance culture.
3. Oversee the development and implementation of innovative marketing campaigns across various channels, including digital, social media, and traditional marketing.
4. Define and manage the marketing budget, ensuring efficient allocation of resources to maximize return on investment.
5. Collaborate with cross-functional teams, including sales, product development, and customer service, to ensure alignment and integration of marketing efforts.
6. Drive brand awareness and reputation management through strategic communication and public relations initiatives.
7. Leverage data-driven insights to optimize marketing strategies, measure campaign effectiveness, and identify areas for improvement.
8. Monitor industry trends, competitor activities, and consumer behavior to adapt marketing strategies and stay ahead of the curve.
9. Provide leadership and guidance to the marketing team, mentoring and developing their skills and expertise.
10. Represent Moris Media at industry events, conferences, and media engagements, showcasing the company's thought leadership and brand presence.
11. Build and maintain strong relationships with external partners, agencies, and stakeholders in the marketing ecosystem.
12. Foster a culture of innovation and experimentation within the marketing department, encouraging new ideas and approaches.
13. Utilize cutting-edge marketing technologies and platforms to enhance the effectiveness and efficiency of marketing campaigns.
14. Track and report on key marketing metrics, such as lead generation, conversion rates, customer acquisition

cost, and brand sentiment.

15. Provide regular updates to the executive leadership team on marketing performance, challenges, and opportunities.

Required Skills

Primary Skills and Experience Required for Chief Marketing Officer (CMO) at Moris Media:

- Proven leadership and management experience in a senior marketing role, preferably as a CMO or VP of Marketing.
- Deep understanding of various marketing channels, including digital, social media, content marketing, and traditional marketing.
- Exceptional communication and interpersonal skills, both written and verbal, with the ability to articulate complex ideas clearly and persuasively.
- Strong analytical and data-driven decision-making skills, with the ability to interpret complex data and derive actionable insights.
- Excellent strategic thinking and planning abilities, with a proven track record of developing and executing successful marketing strategies.
- Creative and innovative mindset, with a passion for staying ahead of marketing trends and emerging technologies.
- Excellent project management skills, with the ability to manage multiple projects simultaneously and deliver results on time and within budget.
- Ability to build and maintain strong relationships with internal and external stakeholders, including agencies, partners, and customers.

Experience:

- 3-7 years of experience in a senior marketing leadership role, with a proven track record of success in driving marketing results.
- Experience working in a fast-paced and dynamic environment, with the ability to adapt to changing priorities and market conditions.
- Experience managing and developing a high-performing marketing team.
- Experience working with a variety of marketing technologies and platforms.
- Experience in budget management and resource allocation.

Additional Requirements:

- Strong passion for Moris Media's mission and values.
- Openness to travel as required for business purposes.

Personality Type:

- Creative and innovative thinker
- Strong communicator and collaborator

- Results-oriented and driven to succeed
- Adaptable and flexible
- Passionate about marketing and technology

Qualifications & Experience

Qualification Required for Chief Marketing Officer (CMO) at Moris Media:

- **Education:**
  - Minimum of a Bachelor's degree in Marketing, Business Administration, or a related field.
  - Master's degree in Business Administration (MBA) or a related field is preferred.
- **Technical Skills:**
  - Proficiency in using Microsoft Office Suite (Word, Excel, PowerPoint).
  - Experience with marketing automation platforms (e.g., Hubspot, Marketo).
  - Familiarity with CRM systems (e.g., Salesforce, Zoho).
  - Knowledge of SEO and SEM best practices.
  - Experience with data analytics and visualization tools (e.g., Google Analytics, Tableau).

Additional Requirements:

- Openness to travel as required for business purposes.

Technical Specifications:

To effectively perform the duties of a CMO at Moris Media, the ideal candidate should possess the following technical equipment and resources:

- High-performance Laptop or Desktop
- High-speed Broadband Internet Connection
- Virtual Workstation (physical or virtual)

Salary:

We offer a competitive salary and benefits package commensurate with experience and qualifications. Salary will be discussed in more detail with shortlisted candidates.

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.

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