



Director of Marketing

Markham, Ontario, Canada

THE POSITION

The Perseus Group, a division of Constellation Software (TSX:CSU), is seeking a Director of Marketing for the Constellation HomeBuilder Systems group in the Markham, Ontario office. The role will report to the President, Constellation HomeBuilder Systems. This role is perfect for an individual who is looking for a fast-paced environment that allows for rewarding challenges and a trajectory for long-term career growth. If you are a strong performer looking for meaningful and challenging work, we would love to talk to you about this unique opportunity.

We are focused on changing the homebuilding industry through great software and services and are looking for exceptional people to join us. A successful Director of Marketing develops and executes strategic plans to increase market share and adoption of add-on products. As an online marketing expert, you will use new methods and technologies to create and execute successful campaigns, grow and maintain a database of contacts and other useful data, manage and communicate results, and ensure appropriate allocation of the marketing budget across online and limited print media channels. The Director of Marketing will lead a team and expand as new products are developed and businesses are acquired. As a manager, you will evaluate the effectiveness of individuals on your team and establish plans for recognition or improvement as necessary.

The Director of Marketing has strong data analysis skills, enjoys marketing experimentation, pays attention to detail, objectively reviews successes and failures, works with a team to complete projects on time, and is comfortable setting priorities with accountability to senior management.

RESPONSIBILITIES

- Corporate website performance, updates, and design
- New product launches (new name and existing customers)
- Search engine optimization and content/keyword strategy
- Establishing and reporting success metrics for new product launches
- Managing prospect database and marketing automation
- Company event promotion (trade shows, customer conferences)
- Online presence tracking across multiple media channels – webinars, virtual events
- E-mail marketing campaign creation, management, and optimization
- Lead management, accountability, and analysis for sales and senior management

SKILLS AND REQUIREMENTS

- 7-10 years of senior-level marketing experience with budget management experience in the software industry
- Significant experience in successfully launching new products and services
- Deep passion for marketing data and analytics
- Experience managing an effective marketing team
- Excellent verbal and written communication skills



- Group presentations
- Marketing e-mail and social media content
- Graphic design approval (graphic design work can be outsourced)
- Online marketing and mass e-mail system experience
- Multi-channel campaign activity management (email, phone, face-face, events, trade shows)
- Knowledge of HTML and related modern online authoring technologies
- Extreme attention to detail and timelines
- Expert in Salesforce.com lead management, reporting, and analytics
- Expert in Marketo marketing automation

EDUCATION

- Bachelor's Degree or higher preferred
- Online marketing, analytics, and other technological certifications preferred

THE COMPANY

Constellation HomeBuilder Systems (CHS) is the leading software vendor exclusively focused on the homebuilding industry. Our comprehensive suite of homebuilding software solutions ranges from production and accounting, new home sales and marketing, home warranty and service and homebuilder website solutions. It is North America's fastest growing and most successful provider of fully integrated information management solutions for homebuilders (www.constellationhb.com).

Our team is composed of experienced and motivated self-starters who enjoy the thrill of working in a fast-paced environment.

Our parent company is Constellation Software Inc. (CSI), a well-capitalized, publicly traded Canadian software company that specializes in vertical market software (www.csisoftware.com).

The CSI group of companies is a leading developer of technology solutions for vertical markets globally. We are a publicly traded company on the Toronto Stock Exchange (TSX symbol is CSU). We offer the benefit of working with a medium sized company while enjoying the support and opportunity of being part of a large organization.

To apply for this position, submit a resume to at:

Dan.Yates@csiperseus.com

Please feel free to browse our website for further information at

www.constellationhb.com

“An Equal Opportunity Employer”

