

Marketing Director RPO

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Company: Hudson RPO

Location: Canada

Category: other-general

About Us: Hudson RPO is a global leader in recruitment process outsourcing, offering innovative talent solutions to organizations worldwide. We partner with clients to attract, engage, and retain top talent, driving business success through comprehensive recruitment strategies.

Position Overview: We are seeking an experienced and dynamic Marketing Director to lead our global marketing efforts. The ideal candidate will have a proven track record of developing and executing successful marketing strategies on a global scale. Reporting directly to the Chief Marketing Officer, the Marketing Director will play a pivotal role in driving brand awareness, generating leads, and supporting business growth across all regions.

Key Responsibilities: Develop and execute comprehensive global marketing strategies aligned with organizational goals and objectives. Lead a team of marketing professionals to drive brand awareness, engagement, and lead generation. Oversee the development and implementation of integrated marketing campaigns across various channels, including digital, social media, events, and content marketing. Collaborate with internal stakeholders to ensure alignment of marketing strategies with business objectives and regional priorities. Drive continuous improvement and innovation in marketing tactics and strategies to stay ahead of industry trends and competition. Monitor and analyze marketing performance metrics to optimize campaign effectiveness and ROI. Build and maintain strong relationships with external partners, agencies, and vendors to support marketing initiatives. Stay up-to-date with industry developments, emerging technologies, and best practices to inform marketing strategies and tactics.

Qualifications: Must have experience in RPO of Staffing. Minimum of 10 years of experience in marketing, with at least 5 years in a

leadership role. Proven track record of success in developing and executing global marketing strategies. Strong leadership and team management skills, with experience leading and mentoring a high-performing marketing team. Excellent communication and interpersonal skills, with the ability to influence and collaborate effectively across all levels of the organization. Strategic thinker with a results-driven mindset and the ability to translate business objectives into actionable marketing plans. Experience working in a global or multinational organization preferred. Familiarity with recruitment process outsourcing (RPO) or talent acquisition industry a plus. Why Join Us: Opportunity to lead global marketing initiatives for a leading RPO provider. Collaborative and inclusive work environment with opportunities for professional growth and development. Competitive compensation and benefits package. Work-life balance with remote work options available. If you are a strategic marketing leader with a passion for driving business growth on a global scale, we want to hear from you! Apply now to join our team at Hudson RPO.

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