



StickerYou Marketing Manager

About StickerYou

StickerYou is a global e-commerce leader in custom-printed, die-cut products that empower businesses and consumers to create professional-grade materials for marketing, packaging, décor and personal expression. Founded in 2008, StickerYou is an influential e-commerce trendsetter, using proprietary die-cut technology to create customized stickers, decals, iron-ons, badges, patches, labels, magnets and more in orders of one - to hundreds of thousands.

Fueled by a creative and passionate team, StickerYou is dedicated to growing the most engaged and talented people in Toronto, Canada.

Our Marketing Manager will spearhead creative B2B content marketing initiatives that deliver lead generation for StickerYou. This person will have the mandate to continue StickerYou's growth as a trusted supplier to distributors and resellers of promotional products across the US and Canadian markets.

This person will develop email marketing campaigns and manage the digital advertising budget for this target group as well as seek out relationships with large and small distributors, and thousands of multi-line sales reps to scale up the lead generation for promotional product sourcing that StickerYou can uniquely deliver against. This position will analyze, recommend and execute the most cost-effective marketing and sales communication tactics to reach and support resellers, including: email, digital advertising, webinars, video dissemination, newsletters, promo publication placements, trade shows and distributor meetings. The role can innovate and try new marketing tactics we haven't thought of yet.

The required skills and experience:

We're looking for someone who can hit the ground running and ideally comes with a track record of proven success in B2B and Channel marketing in the Promotional Products industry.

The role requires a person with a passion to enlighten customers on innovative product marketing and packaging solutions who is able to iterate quickly to develop optimal creative for the channel, and can build relationships and programs with distributors to increase StickerYou's visibility in their internal communications to their sales teams about preferred suppliers. This person will bring a blend of operational smarts and creative juice that can effectively communicate the unique value proposition that StickerYou brings to the market.

Our ideal candidate will be someone who is organized and analytical while still being an innovative, problem-solving doer. They'll be one of those people who is comfortable working on multiple projects with speed, who can remain highly organized.

The person should have a degree in business or marketing, and at least 3-5 years of relevant marketing experience. We'll be honest, experience in the printing industry and/or a graphic design background is going to be a big plus. A competent understanding of email marketing and Google Analytics is a prerequisite. A positive, influential and passionate approach to business and people is mandatory. Other characteristics that are central to our StickerYou people values are: Honesty, Ingenuity, Accountability, Flexibility and Likability. Some travel may be required when permitted.

Reasons to work at StickerYou:

- A high-growth company
- Strong leadership team
- Company-wide positive energy that's infectious - people enjoy coming to work every day!
- Fast-changing environment with ample learning and growth opportunities
- Growing a global Canadian brand
- Strong corporate vision to make small companies "Better"
- Ability to serve a large variety of small and medium sized businesses in many segments
- Canadian company with local manufacturing thereby supporting our local economy
- Experience with cutting edge e-commerce and customization technology
- Fun work atmosphere including Beer Fridays, Goal Hitting Pizza Days, etc.

If you're interested in applying for this position, please send your resume to careers@stickeryou.com