



QUADRO COMMUNICATIONS CO-OPERATIVE INC.

1845 ROAD 164 P.O. BOX 101
KIRKTON, ONTARIO N0K 1K0

PHONE: 1-519-229-8933

FAX: 1-519-229-8998

EMAIL: customer.care@quadro.net

Marketing Acquisition Manager

We are a local, solution-oriented telecommunications company providing mobility, telephone, television, internet, business (solutions) services, computer repair, and IT/IS solutions. As a Co-operative, Quadro Communications is committed to enriching our customers' experience with personal service and innovative products, while fulfilling the evolving needs of our customers. Profits are reinvested, shared with our community via donations, and returned to the members as a patronage.

We are very proud of our history with roots in Southwestern Ontario stretching back over 100 years. We are very excited about our future.

As a Marketing Acquisition Manager, you will be responsible for identifying and securing new business opportunities for the company by developing and executing effective acquisition strategies.

Responsibilities Include but Are Not Limited To:

- Manage customer acquisition plans from concept to delivery
- Manage acquisition channels: online and offline channels including search, display, social, programmatic TV/radio, electronic direct marketing, and affiliate partnerships
- Optimise marketing acquisition: reducing the cost and acquiring the best customers for the business
- Working with sales teams to understand the day-to-day success of campaigns
- Use marketing intelligence, customer insight & analysis to understand their audiences and the effectiveness of their campaigns
- Understand and report against engagement programme KPIs, forecast, track, analyse and report on activity
- Work with key stakeholders across agency and internal partners to find improvements to the campaigns
- Use and improve the campaign briefing process
- Use test and learn approach to campaigns to ensure continued success
- Other duties as assigned.

Required Qualifications and Attributes to Perform this Job Successfully:

- Strong understanding of all relevant marketing channels: digital (search, display, social, mobile), and direct electronic marketing (SMS, Email, PUSH)
- Creative thinker and proactive problem solver
- Proven experience in an acquisitions marketing role or similar role such as a broader CRM role
- Good knowledge of marketing technology tools such as Google Analytics
- Excellent communication skills
- Strong attention to detail
- Analytical mind and strong quantitative skills
- Experience in a B2C data-driven and or digital marketing role
- Experience with campaign execution from concept to reporting
- Outstanding ability to think creatively, identify and resolve problems
- Bachelor's degree in business or a related field
- Ability to work independently and as part of a team
- Industry-specific knowledge and experience preferred
- Set goals, deadlines and plans for effective delivery of Quadro services.

The Marketing Acquisition Manager is a hybrid position (office and remote) that offers a competitive salary and a generous benefit package based on a 37.5 hour work week. If you have these qualifications and would like to be part of a progressive team, please email your cover letter and resume to q.hr@quadro.net quoting Marketing Acquisition Manager in the Subject of the email.



QUADRO COMMUNICATIONS CO-OPERATIVE INC.

1845 ROAD 164 P.O. BOX 101
KIRKTON, ONTARIO N0K 1K0

PHONE: 1-519-229-8933

FAX: 1-519-229-8998

EMAIL: customer.care@quadro.net

Quadro Communications is committed to creating an accessible environment and will accommodate disabilities during the selection process. Please let your recruiter know during the selection process of any accommodation needs. We thank all those that apply but only successful applicants will be contacted for an interview.