Opening: Marketing & Brand Manager

Who we are

Machine learning is already revolutionizing the way enterprises work: as a tool that discovers patterns within massive amounts of data, teams finally have a better way of keeping track of both the big picture and its moving parts.

Knowledge is power. DeepLearni.ng's mission is to provide enterprise teams access to the knowledge and tools they need to get started with machine learning and customize it for their business. Focused on real-world results, we work closely with enterprise teams to build and deploy machine learning systems to designed to generate long-term impact. Our flagship partnership at Scotiabank stirred up global interest when we worked together to put the first deep learning system for retail banking into production.

Examples of our work:

- Reinforcement learning for the credit risk areas of retail banking
- Image classification for insurance adjudication and claims processing
- Self-optimizing environmental controls for vertical farming

What is the opportunity?

DeepLearni.ng is looking for a Marketing & Brand Manager to complement its growing marketing team. As Canada's foremost enterprise AI company, our team wants to lead the conversation on machine learning for business and how its applications are transforming industries around the world.

The ideal candidate has a passion for B2B marketing, branding and continuous learning, with between 2 and 5 years of experience at either a marketing agency, services firm or department of a larger corporate team.

This person should be self-motivated, curious and have the ability to work--and deliver--in a fast-paced and dynamic environment. This opportunity requires excellent problem solving and

communication skills, a passion for solving global issues, and a healthy dose of empathy.

The successful candidate will find practical and simple solutions to complicated problems without sacrificing quality or core functionality. This role will provide the opportunity to be hands on with initiatives that include brand positioning, market planning and intelligence, social campaign creation and management, lead generation, product marketing and target audience outreach programs.

The Marketing & Brand Manager will ultimately report to the Chief Operating Officer, while working closely and serving as a direct report to the Head of Marketing and Communications.

What will you do?

Some of the role's specific responsibilities will include:

- Supporting the development, communication and execution of the corporate brand vision
- Building out brand awareness and interest campaigs
- Developing and executing product marketing positioning and go-to-market strategies
- Leading, supporting and tracking market, consumer and industry trends
- Building out and supporting business development + brand collateral materials
- Collaborating with the Communications team to articulate, refine and execute on content strategy
- Contributing to social monitoring and publishing
- Assisting with the creation of a strategic lead generation platform
- Coordinating, tracking and maintaining analytics for all outbound + inbound initiatives
- Implementing & optimizing programs for the company website such as SEO and SEM
- Identifying, planning and executing conference and campus awareness programs

What's in it for you?

- Opportunity to work with leading machine learning experts on cutting-edge problems across industries
- Network and develop relationships with a variety of industry decision makers, subject matter experts, software developers, and machine learning specialists
- Participate in feats of strength and lively company events to help build your career tool kit while enjoying a work-life balance
- Enjoy a comfortable company work environment located in downtown Toronto that encourages self-expression, casual attire and whistling while you work

How to Apply

Sound like you? We're excited to hear your story! Get in touch with your resume and cover letter, sent via email to deploy@deeplearni.ng. Only candidates who qualify for the interview process will be reached out to by our team.