

What would you do in this role?

You'll be responsible for executing Actenum's strategic marketing plan, targeting the oil & gas industry. You will manage and coordinate multiple concurrent marketing activities, working with internal stakeholders and external consultants to maintain and enhance Actenum's brand recognition, generate sales leads, and communicate our product direction.

What would be expected of you?

Managing activities against the marketing budget, you will employ multiple channels to reach Actenum's target audience segments. As well, you will liaise with company and product management to identify additional channels and activities focused on new products and product features. You will put in place an effective internal communication process to ensure that all relevant company functions are kept informed of marketing objectives, and will lead a virtual team to ensure that Actenum's key brand messages are communicated to the industry effectively, and that we are recognized as product and thought-leaders in the operations scheduling domain. Your sales lead generation process will support the company's revenue goals and ensure an ongoing high level of sales activity.

What skills and experience do you need?

- You will need to be a highly motivated and innovative individual who can work independently, while leveraging various internal and external stakeholders needed to achieve success
- Ability to coordinate multiple simultaneous marketing efforts (often linked to sales activities) using strong organizational skills
- Demonstrated success in developing and implementing marketing strategies for software solutions
- Ability to create valuable and engaging content for our website and blog that attracts and converts our target groups
- Strategic and tactical thinking and problem-solving skills
- Excellent communication and interpersonal skills
- Thorough knowledge of traditional marketing channels, and social media marketing capabilities, including SEO, SEM, PPC, email, LinkedIn and Twitter
- Measuring and reporting on the performance of marketing campaigns, gain insight and assess against goals
- Reliable, flexible, and collaborative work style
- Track record of effectively monitoring marketing initiative and channel outcomes
- At least 5 years of experience in marketing communications
- Knowledge of oil & gas operations is desirable but not required
- BSc/MSc degree in related field

Periodic travel within North Americas will be required.

Contact us

If you are interested in this position and believe that you possess the required skills and experience outlined above, please send a copy of your resume, together with a covering letter describing your goals and interests, to: info@actenum.com.

Please note that we carefully review each application that we receive, but we will only contact you if we would like to interview you.

About Actenum Corporation

Actenum Corporation develops advanced software for scheduling upstream operations.

Our products create shareholder value for our clients by increasing operational efficiency, reducing cycle times, and improving collaboration within project teams. And we combine deep knowledge of optimization and up-stream scheduling best practices to provide tangible improvements to drilling program productivity.

We offer a challenging and dynamic environment where you can bring your skills and experience to bear on important issues facing major oil & gas organizations. We put a premium on delivering innovative and quality solutions, while having fun doing it.