

## THE ROLE: SENIOR MARKETING MANAGER

LOCATION: WATERLOO, ONTARIO

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### WHAT YOU'LL DO

- Work with leadership to develop the marketing strategy and own its execution including SEO/SEM strategy, content marketing, thought leadership, digital marketing, social media, customer communications, documentation and tradeshow
- Develop messaging to the marketplace, as well as internally
- Lead with a focus on ROI; highly analytical, metrics-focused approach to grow awareness of the product and drive sales
- Understand users, market, competitive insights and implications to drive marketing strategy
- Strengthen market credibility for company, own product positioning, segmentation, messaging, and marketing strategy
- Effectively manage the allocated marketing budget
- Successfully manage deliverables, set & manage expectations with team and stakeholders
- Facilitate quarterly marketing planning and annual strategic planning

### WHAT YOU'LL NEED

- Bachelor's degree or higher in arts, business, communications or equivalent, with a focus on marketing
- 8+ years professional experience with progressive marketing roles in the tech industry, with a focus on B2B marketing
- Expertise leading marketing disciplines (content marketing, demand generation, website management, social media, PR, communications, analytics and reporting)
- Experience with integrated campaigns
- Strong analytical and quantitative skills with the ability to use data and metrics to back up assumptions, recommendations, and drive actions
- Excellent verbal and written communication skills with ability to articulate a marketing vision and strategy that inspires and motivates
- Proven record of thought leadership with a reputation as an innovative, creative, effective marketer who has meaningfully contributed to building businesses
- Strong team work, organization and planning skills and a history of meeting targets and objectives

### BONUS POINTS FOR

- Relevant marketing experience in Smart Home, IoT and/or B2B SaaS
- Understanding of wireless and consumer electronics technologies in the Smart Home and IoT space

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## **WHY COGNITIVE SYSTEMS?**

We are always on the look-out for bright, highly motivated and energetic A-players to join our team. We encourage an open and agile environment where creative thinking leads to groundbreaking achievements and innovations. We promote a healthy work-life balance in a flexible work setting. We offer competitive salaries, an excellent extended health care benefits plan, 4 weeks of paid vacation annually, and we even provide a free catered lunch daily! Most importantly, we are committed to creating the best, most innovative and impactful technology that people will love.

## **ABOUT US**

Founded in 2014, Cognitive Systems Corp., set out on a mission to transform the way the world interacts with and uses wireless signals. Determined to use radio frequency (RF) technology to build a new way to interpret wireless signals, the co-founders drew upon their expertise in silicon design, RF, and cryptography. As a result, Aura WiFi Motion was born.

Through partnerships with chipset manufacturers, such as Qualcomm, Marvell and Cypress, Cognitive Systems is licensing its Aura WiFi Motion Stack for use in mesh routers, voice assistants and IoT devices, enabling these devices to see and interpret motion, provide contextual awareness and user behaviour insights into the home.

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## **TO APPLY:**

Please e-mail your resume to [careers@cognitivesystems.com](mailto:careers@cognitivesystems.com)