

Career Opportunity for a Director, Marketing & Operation

MyAbilities, a leader in human asset management is disrupting the employer and disability management industries with its ground-breaking new software platform. Through its proprietary SaaS technology solutions, MyAbilities is transforming how employers quantify and communicate the demands of their jobs, hire and train the right employees, keep their workers safe and effectively manage their injuries. Insurance companies, Third Party Administrators and treating clinicians gain critical, real-time information to inform their claims management processes, transforming their ability to effectively and efficiently manage employee disability - resulting in best-in-class outcomes for workers' compensation, short and long-term disability and auto claims.

If you are a highly motivated individual with a passion for injury prevention, health & wellness along with a commitment to excellence, we want you to join our core team for this exciting new start-up opportunity in the Insurance/Employer space.

As part of the senior leadership team, you will participate in the development of business strategy and corporate initiatives providing input and execution from a marketing/creative perspective. You will be responsible for day to day operations, supporting the engineering, innovation and sales team under the direction of the CEO.

Accountabilities:

- Takes a lead role in developing, maintaining, and enhancing client relationships to support future marketing strategies and plans to meet business goals
- Direct the activities of the creative team to support MyAbilities business strategy
- Work with other executives on companywide initiatives
- Lead advertising development process to create industry-leading advertising creative
- Market research - analysis of advertising effectiveness and analysis of target audiences
- Support channel partners
- Organize tradeshows, media events, public relations and social media
- Support the marketing planning with advertising creative across all media

Core Competencies:

- Post-Secondary Education in Business, Marketing or related program
- Up to 3 years of creative, marketing and/or management experience preferably within healthcare / wellness or Insurance or employer services.
- Knowledge of the Workers' Comp market an asset
- Knowledge and experience in the writing marketing copy, press releases and public relations is required
- Proactive and able to continuously manage change in an extremely fast paced, energetic work environment
- Leadership and coaching skills; outstanding communication and problem-solving skills
- Proficient in the use of MS Office Suite

Culture:

Located in Burlington, Ontario, Canada we offer a dynamic, progressive, team-based environment. For further information please visit us at www.myabilities.com

We appreciate applicant interest in this position, however, due to the volume of submissions, the MyAbilities Human Resources team will only contact candidates selected for an interview. Compensation will be appropriate to level of experience and knowledge

Send resume to info@MyAbilities.com

MyAbilities Technologies Inc., is an equal opportunity employer and is committed to ensuring an accessible and inclusive work environment. We are committed to meeting the needs of all applicants in a timely manner and will do so by meeting accessibility requirements under the Accessibility for Ontarians with Disabilities Act and the Human Rights Code. If you require accommodations to fully participate in the recruitment and selection process, please contact MyAbilities Human Resources to make an accommodation request. Any information received relating to accommodations will be treated as confidential.