



RGO

CORPORATE MARKETING MANAGER

CORPORATE SERVICES

Position Type: Full-time, Permanent

Location: Calgary, AB

ABOUT RGO

Creating places that help people work, learn, heal, age, play, be inspired, and accomplish more.

RGO is a privately held business with locations in Calgary, Canmore, and Edmonton. We were founded in 1966 Calgary with roots selling typewriters! Now, RGO is proud to be 5 decades strong and growing. We have since grown to be the largest dealership of our kind in Western Canada, offering total interior solutions with the widest selection of Furniture, Window Coverings, Flooring, Technologies, Architectural Solutions, Moves, and Storage Management.

We believe space matters and we want our clients to efficiently operate a modern space, whether it is a 40-storey tower, a public institution, education, healthcare, or a dazzling corporate showpiece. As an Albertan company with a reputation for hands on service and dedication to quality, we are looking for an individual who aligns with our core values to create magnificent work experiences for our clients, our partners, and our people.

THE OPPORTUNITY

Get to be a part of the RGO team that has been recognized as a Best Workplace in Alberta at one of Canada's Best Managed Companies by joining us as a **Corporate Marketing Manager**. Reporting to the Vice President, HR & Corporate Services, this individual will work closely with Sales Leaders across RGO Group of Companies and lead the Marketing team focused on building a strong, recognizable, and compelling brand story that sets us apart and positions us to win.

WHAT YOU WILL DO

Primary Focus Areas:

- Lead, manage, and hold marketing team accountable to deliver on RGO's purpose and core values, internally and externally
- Research, understand and analyze the competitive landscape for our industry and lead efforts to differentiate our brand and services in the marketplace
- Develop and execute marketing strategies that support overall company goals and objectives and position RGO as the top dealer option
- Lead efforts to push RGO's marketing strategy forward, including integrating best practices in interactive and digital marketing efforts
- Manage website performance through SEO and Google Analytics
- Provide creative direction and overall brand direction to the team

Additional Responsibilities:

- Understand client needs and expectations to build customer experience programs that wow and delight, from customer visits to our showrooms, to communications tools, surveys and follow-up
- Map out and monitor annual budget
- Manage team meeting cadence, structure and workload distribution
- Provide strong 1:1 coaching, support and development guidance to Marketing team
- Build relationships internally and collaborate with cross-functional teams (leadership, sales, design, order fulfilment, etc.) to understand all aspects of our services and create strong narratives to inform our messaging

CORPORATE MARKETING MANAGER

CORPORATE SERVICES

- Oversee development of all branding, content, collateral, presentations and proposals across all platforms
- Provide support and leadership to bid/proposal team in development of winning RFP responses and strong internal process management
- Lead and or participate in special projects and/or initiatives in alignment with company goals
- Actively participate in sales strategy development in support of business development activities and for strategic opportunities
- Collaborate with leadership and design to ensure our showrooms support not only our selling strategies but provide an unparalleled customer visit experience
- Participate as a leader in our organization with internal partners (Steelcase, other vendors), as well as industry partners (architecture and design, real estate communities)
- Attend industry and/or professional events for networking, relationship building with key community stakeholders

WHAT YOU WILL BRING

- Minimum of a bachelor's degree
- 7 - 10 years of related marketing experience
- Ability to lead, manage and empower people
- Passion for developing and leading cross-functional teams
- Background in graphic design, digital marketing, website design/management, video, proposal development and content development
- Strong knowledge and experience with Adobe Creative Suite (Illustrator, Photoshop, Premier Pro) and Advanced PC skills (Outlook, PPT, Excel, etc.) SharePoint experience is beneficial
- Strong creative writing and presentation skills
- Excellent general professional communication skills
- High level of organization
- Must be detail-oriented and able to manage multiple priorities, competing deadlines, and evenly distribute workload
- Demonstrated critical thinking and problem-solving skills
- Ability to drive personal vehicle for business use. Mileage will be reimbursed.

PERKS & BENEFITS

- Flexible work environment
- Comprehensive benefits including RRSP matching
- Performance based awards
- Career growth opportunities
- Employee recognition program
- Education reimbursement
- On-site fitness facility
- Free parking and close to transit with c-train

To apply, please submit your application to careers@rgo.ca. We appreciate the interest of all applicants and candidates for consideration will be contacted.

[APPLY NOW](#)