



Arc'teryx Equipment Inc.

A leading designer and manufacturer of innovative high-end technical outdoor equipment and clothing

Vice President, Marketing – North Vancouver, BC, Canada

Arc'teryx is a leading designer and manufacturer of innovative, high-end technical outdoor clothing and equipment, and we have big plans. In the past year, we have gone from 406 employees, to over 480. Our ongoing success stems from an uncompromising passion to continuously challenge, and radically improve, the status quo.

In order to enable our long-term growth vision, we are looking for a Vice President, Marketing to unite our brand/creative and digital marketing departments. We're looking to fill this newly-created position because we need to turbo-charge the contribution of the marketing department so we can fulfill our vision of being the global leader in performance softgoods!

What we're looking for:

- Bachelor's / Master's degree in Marketing, or equivalent experience
- Experience in an industry-leading company in the sporting, outdoor or consumer industries
- Experience in leading a team in global brand building
- Experience in line marketing (market, product, consumer) for a larger, multi-national company
- Strong business and commercial acumen with proven financial management skills
- Strong leadership skills, with drive and enthusiasm
- Strong interpersonal & networking skills
- Strong influencing & negotiating skills

What you'll be doing:

- Developing and implementing a comprehensive marketing vision
- Interfacing with Sales and R&D in development of product range plans, identifying consumer needs and key barriers, develop the brand positioning, and go-to-market activation plan
- Defining and delivering consumer fundamentals/KPI's to enable top-line growth and profit targets
- Ensuring that brand strategies and product ranges are sufficient to deliver targets
- Day to day management of the marketing teams
- Responsible for developing the product and market launch plans covering sell in, sell out, sports, events, digital marketing



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What's in it for you:

- You can combine where you work with how you play
- You get to oversee the brand marketing, web development, CRM (customer relationship management), communications, and creative departments
- You will get to participate in the Amer Sports Global Marketing team
- You will be a key driver in our P&L
- The ability to do all of this in a fun, casual company that supports and encourages work-life balance

If this opportunity excites you, then please apply by forwarding your resume and cover letter in PDF or Word format to hr@arcteryx.com. It is important to quote “**1106-VPM-web**” in the subject line of your email.

Arc'teryx hires on the basis of merit and is committed to Employment Equity.

You can expect an email acknowledging the receipt of your submission within 5 days of your initial correspondence.

Thank you in advance for your interest in Arc'teryx.