



## JOB DESCRIPTION

**Job Title:** Senior Marketing Head

**Location:** Canada

### About the Role

We are seeking a strategic and experienced **Marketing Head** to lead overall marketing initiatives for our **ISO Auditing, Certification, and Professional Training services**. The role focuses on **brand building, marketing communications, industry outreach, and client engagement**, positioning the organization as a trusted authority in management system standards and compliance services.

The ideal candidate will be capable of translating technical ISO services into clear market positioning while supporting sustained business growth.

### Key Responsibilities

#### **Strategic Marketing Leadership**

- Develop and implement integrated marketing strategies aligned with organizational goals for auditing, certification, and training services.
- Strengthen the organization's market presence and credibility within regulated and compliance-driven industries.
- Work closely with senior management to support long-term growth and service expansion.

#### **Industry & Client-Focused Marketing**

- Plan and execute marketing initiatives targeting organizations across manufacturing, healthcare, IT, food, laboratories, and service sectors.
- Support promotion of ISO certifications, surveillance audits, and professional training programs.
- Strengthen engagement with corporate clients, professionals, and institutional stakeholders through structured outreach and relationship-building activities.
- Support sales and operations teams with relevant marketing inputs, proposals, and positioning material.

#### **Marketing Communications**

- Oversee all marketing communication activities, including internal and external messaging.

- Manage development of marketing collaterals such as brochures, proposals, presentations, course materials, case studies, and FAQs.
- Ensure technical accuracy and consistency in ISO-related messaging and terminology.

#### **Team Leadership & Coordination**

- Lead and mentor the marketing and communication team.
- Coordinate closely with auditors, trainers, sales, and operational teams to ensure aligned messaging.
- Define KPIs, reporting structures, and continuous improvement initiatives.

#### **Skill Set & Requirements**

- 7+ years of progressive experience in marketing leadership roles within service-based, professional, or compliance-driven organizations.
- Strong exposure to ISO standards, certification services, auditing, or professional training environments (in any two standards).
- Demonstrated expertise in brand strategy, marketing communications, corporate positioning, and content development.
- Proven ability to translate complex and technical services into clear, credible, and market-ready messaging.
- Excellent leadership, communication, and cross-functional collaboration skills.
- Strategic and business-oriented mindset with a strong focus on brand credibility, quality, and sustainable growth.

#### **How to Apply**

Interested professionals applying for the **Senior Marketing Head** position are requested to email the HR team with the following details:

Please include:

- A brief professional summary highlighting your **marketing leadership experience** and key achievements
- Overview of **industry exposure**, particularly within service-based or compliance-driven sectors
- Details of **current role and availability** (full-time or notice period)
- **Total years of experience** in marketing and leadership roles
- **Current and expected remuneration**

**Email:** [recruiter@iascertification.com](mailto:recruiter@iascertification.com)

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