

## Marketing & Brand Growth Lead

Woodzco | Remote Work | Full Time

### **Build a brand. Elevate an industry. Accelerate growth.**

Woodzco is a Canadian manufacturer of acoustic architectural wood that transforms natural materials into high-performance, aesthetically pleasing architectural surfaces.

Like a design house, we develop systems and collections that showcase the material, manufacturing precision, and acoustic intelligence for commercial and institutional projects across North America. Our ambition: to make Woodzco the North American benchmark for acoustic wood architectural solutions, where every project reflects expertise, quality, and refined design.

To support this transformation, we are seeking a Marketing & Brand Growth Lead capable of structuring the brand image, automating marketing, supporting sales, and driving projects forward with rigor and speed.

### **Your mission**

Contribute to transforming Woodzco into a dominant premium brand in its market.

- Structure and standardize the brand image; Connect marketing and sales effectively; Automate marketing tools and workflows; Develop a strong visual presence; Generate qualified leads.

### **Why this role is unique**

- You will directly participate in the evolution of a growing brand; You will have significant autonomy to structure marketing; You will contribute to building an in-house creative studio; You will work at the intersection of design, architecture, and manufacturing.

### **Your role – 4 pillars**

#### **1. Premium Brand & Positioning**

Develop a consistent and distinctive brand image.

- Evolve the Woodzco visual identity; Standardize communication tools; Contribute to art direction; Strengthen product storytelling.

#### **2. Operational Marketing, CRM & AI**

Implement more effective marketing.

- Optimize HubSpot as the central platform; Automate certain marketing workflows; Utilize AI-powered tools; Develop dashboards and workflows.

#### **3. Premium Content & Visual Culture**

Strengthen Woodzco's visual presence.

- Produce marketing and sales content; Create impactful architectural presentations; Develop case studies, LinkedIn visuals, and promotional materials; Contribute to the growth of an in-house creative studio.

#### **4. Marketing-Sales Alignment**

Directly support business growth.

- Create useful tools for the sales team; Develop presentations by project type; Structure follow-up sequences; Improve the flow of marketing with business development.

### **Your priorities in the first year**

- Structure and standardize Woodzco's verbal and visual identity; Position the brand; Oversee the website; Optimize the use of HubSpot to support sales; Develop a strong LinkedIn presence within the architecture/design ecosystem; Improve the marketing tools used by the sales team; Contribute to the development of an in-house creative studio.

### **Desired profile**

We are looking for a high-potential individual who combines:

- A strong visual culture and aesthetic sense; Proficiency with digital tools and AI; Ability to execute quickly and efficiently; Autonomy and an entrepreneurial mindset; Results-oriented.

### **Education and experience**

- 4 to 7 years of relevant experience in marketing, communications, design, or digital content; Experience in B2B marketing, agency, or growing SME; Relevant university degree or equivalent experience demonstrating concrete achievements; Interest in architecture, design, or construction (an asset).

### **Skills**

- Excellent command of the Adobe Suite (Photoshop, Illustrator, InDesign); Experience with HubSpot; Proficiency with AI tools and applications; Interest in B2B marketing and LinkedIn; Essential bilingualism: French and English.

### **What we offer:**

- Key role in a company undergoing transformation; 100% remote work position; Full-time schedule (35 hours/week); Competitive salary, starting at \$80,000 + performance bonus; Agile and collaborative environment; Team activities and health and wellness program.

### **Why Woodzco?**

At Woodzco, marketing isn't just a communications department. We've turned it into an in-house brand studio, directly connected to sales, design, and the company's ambition. If you enjoy building, creating, and transforming, with the freedom to make a difference and leave your mark, this role is a unique opportunity to grow both at Woodzco and in your career.

**To apply**, please send your resume to [rh@woodzco.com](mailto:rh@woodzco.com)