



## Marketing Growth Specialist

Full Time, Permanent (Existing Vacancy)

Ottawa Ontario

Remote work with some on-site responsibilities

Projected annual compensation range: \$65,000 – \$80,000

Please submit your resume with a cover letter by 5pm on January 26<sup>th</sup>, 2026, to: [connect@differly.com](mailto:connect@differly.com) with the subject "Application: Marketing Growth Specialist"

Differly is seeking a B2B Marketing Growth Specialist to lead the firm to the next stage of growth and success. You will be responsible for managing, executing and optimizing Differly's marketing strategy and channels to drive measurable business growth. This role requires a strategic mindset combined with hands-on execution.

### What Success Looks Like

Success in this role means executing our go-to-market and growth strategy and delivering measurable results. You'll contribute to and influence our marketing strategy, proactively optimizing channels to achieve clear performance goals.

You must understand how to balance strategic thinking with tactical execution and make data-informed decisions while maintaining the agility to test, learn, and pivot quickly. You thrive in start-up/scale-up environments operating independently, identifying opportunities for impact, and driving initiatives forward with minimal oversight, while collaborating with senior leadership.

### Strengths We're Looking For

- **You're a strategic thinker with sound judgement** - You don't just execute tasks; you think critically about outcomes, how they support business strategy and what we should do next or differently.
- **Experience driving growth in start-up/scale-up or professional services environments**- You've worked in fast-paced, resource-conscious settings where prioritization, creativity, and continuous evaluation of impact are essential.

- **You're channel-savvy and forward-thinking** - You bring deep experience managing B2B marketing channels and the confidence to recommend and test new ones. You stay current on emerging platforms and tactics, spotting opportunities that align with Differly's positioning.
- **You're autonomous and accountable** - You take ownership of your work, proactively identify problems and solutions, and move without waiting for direction while knowing when collaboration adds value.
- **Strong B2B brand and digital lead generation** - You understand what resonates with a professional audience and can both lead a content strategy and create high-quality content.
- **You're data-driven and pragmatic** - You use analytics to inform decisions and optimize performance, while applying sound judgement and instinct to move quickly.

## Key Responsibilities

- Influence and shape Differly's marketing strategy by proactively identifying opportunities and recommending actions that drive growth
- Own the performance of Differly's marketing channels, continuously optimizing for reach, engagement, conversion, and efficiency.
- Develop and execute channel strategies that align with business objectives delivering measurable outcomes such as lead growth, pipeline contribution, and brand visibility
- Proactively research, evaluate, and recommend new marketing strategies and tactics to expand our reach and improve return on investment.
- Create and lead the creation of compelling content across channels including written content for newsletters, social media, website content, blogs, and visual/video content maintaining brand voice and quality standards.
- Monitor channel performance using analytics tools including A/B testing, translating data into actionable insights and recommendations
- Stay ahead of marketing trends, tools, and best practices, bringing fresh ideas to the team.
- Manage time and budgets with discipline, prioritizing initiatives that deliver the highest business impact.
- Travel to various client, team and event sites for the purpose of content creation

## Requirements

- 5+ years of marketing experience with a demonstrated focus on B2B lead generation, brand management, pipeline and revenue growth.

- Post-secondary education in Marketing, Communications, or a related field
- Proven experience in start-up/scale-up environments, professional services, and/or agency work.
- Strong background in managing multiple marketing channels with demonstrated success in channel optimization and marketing performance improvement.
- Demonstrated experience developing, leading and executing a content strategy in a B2B environment
- Proficiency with – or ability to quickly adapt – to Differly’s marketing tech stack including Google Analytics, Buffer, Canva, Webflow CMS, MailChimp and social media platforms such as LinkedIn, Instagram and Facebook. Experience with video creation and editing is considered an asset.
- Regular access to a reliable vehicle for the purposes of travelling to sites for content creation
- Excellent written and oral communication skills, professionalism, and ability to work autonomously
- Preference for candidates based in Ottawa or the surrounding area – remote work with occasional in-person work and travel will be required
- Professional written and conversational proficiency in English; French is an asset
- A personal laptop and cellphone capable of running modern business applications will be required for business use

## **Why Differly?**

At Differly, we help small and medium sized businesses embed innovation into their core operations. We help them adopt technology faster and more effectively so they remain relevant and competitive in a digital economy.

We are a team of senior leaders with deep expertise in innovation strategy, data management, technology enablement, and customer and member experience, working with clients across North America.

We are seasoned practitioners and strategists who have built, led, and transformed organizations. We believe that technology doesn’t disrupt, people do. We take a people and culture-first approach to any innovation strategy or business transformation, data or technology implementation.

We pride ourselves on becoming long term partners to our clients by becoming an extension of their team helping to execute the strategies we have put in place with them.

## **Notes:**

- We welcome and encourage applications from people with disabilities. Accommodations are available upon request for candidates taking part in all aspects of the selection process. If you require accommodation, please notify Ian Clark, Director of Operations at [connect@different.ly](mailto:connect@different.ly).
- Artificial Intelligence will not be used to screen or assess candidates for this position.