



Title: Head of Marketing

Location: US or Canada based

About our Company:

Cologix provides network and cloud neutral interconnection and colocation services in highly strategic and densely connected data centers. We enable customers to scale their businesses rapidly and cost-effectively by delivering flexible space, reliable power, and dense cloud and network connectivity to customers in the carrier, cloud, content delivery, media, financial services and enterprise communities. Our customers have direct access to our local operations teams, which result in strong partnerships backed by exceptional operational support and unparalleled customer service. With 30 Data centers in the United States and Canada, Cologix offers space, power, cooling, cross-connects and physical security for its customers. We are headquartered in Denver, Colorado and have data centers in Columbus, Dallas, Jacksonville, Lakeland, Minneapolis, Montreal, New Jersey, Toronto, Vancouver, and Ashburn where we provide local dedicated support teams for our colocation and interconnection customers. Our company is backed by one of the largest North American Infrastructure funds and we have huge growth ambitions.

About the Position:

The Head of Marketing with Cologix will be responsible for driving the marketing strategy across the company. Will report directly into the President and Chief Revenue officer in support of the North American sales organization as well as set the branding standards for the company across all departments.

Responsibilities:

- Lead the go-to market and segmentation strategy efforts and execute marketing initiatives around the differentiation of the Cologix Platform working closely with the Chief Sales Officer
- Oversee all marketing functions including: strategy, digital marketing, brand architecture, positioning, corporate marketing, communication, relations (public, media and investors), demand generation
- Lead annual and quarterly planning of company objectives for the Marketing Organization
- Full responsibility for marketing budget and expenditures
- Conduct competitive market analysis to determine key differentiators

- Build, develop, and leverage relationships with industry media to evangelize the organization's brands, mission, and movement in the market
- Work with internal stakeholders to plan, create, and launch creative campaigns and compelling stories around announcements and initiatives that resonate with audiences
- Lead customer-centric thinking and create programs to meet those target markets
- Partner closely with the Sales Organization including Business Development, Channel, Hyperscale, Enterprise teams to achieve company revenue goals.
- Partner closely with the Customer Success and Product teams to coordinate customer messaging and product marketing communications
- Create and iterate on marketing initiatives that will enhance our ability to scale, will improve customer experience and contribute to revenue goals being met and exceeded
- Manage and coach a high-performing marketing team
- Plan and participate in Industry trade-shows and events

Qualifications:

- Bachelors or Master's Degree in marketing or related discipline
- Successful track record of demand generation and go to market segmentation strategies
- 10-15 years leading a marketing team in a high growth environment, preferable in SaaS, Cloud, or Data Center Industry
- Proven ability to successfully run multiple and simultaneous projects
- An excellent collaborator who can get your message across while considering the opinions of other stakeholders
- Proven leadership experience carrying out marketing efforts, including planning, prioritizing, and implementing strategy
- French Speaking a plus
- Entrepreneurial spirit and works well in a rapidly changing environment
- Creative and innovative
- Customer-centric and can identify and meet customer needs
- Experience working cross-functionally to ensure marketing programs are in line with company objectives
- Metric driven having the ability to draw insight from complex marketing data
- Strong team player with a positive attitude

NOTE: This job description is not intended to be all-inclusive. Employee may perform other related duties as negotiated to meet the ongoing needs of the organization.

Cologix is an Equal Opportunity Employer. Qualified applicants are considered for employment without regard to age, race, color, religion, sex, national origin, sexual orientation, disability, or veteran status.