



Job opening:

# Marketing Lead

Do you long to bring a brand story to life through all the growth stages of a company? Do you enjoy following your marketing and PR work through to its results to see the messaging resonate in the market and with customers?

The Marketing Lead is responsible for brand marketing, product marketing, and communication strategy at Wyvern. You will support the development of and execution of a systematic plan to acquire loyal partners, customers, and to position our company as a leader in earth observation technologies.

## About Wyvern

**Wyvern is making something big.** Our vision is to provide actionable intelligence from space, anywhere in the solar system. To achieve this we need to entirely reimagine how satellite Earth observation is done.

We're a rapidly growing space company in Western Canada, powered by humans who are passionate about space and dedicated to excellence. If you're excited by the prospect of building space technologies right here in Canada, we want you on our team.

Wyvern sells satellite imagery to diverse customers; our focus in 2022 is to sell to agriculture technology customers who are using our imagery to manage crops more effectively and sustainably.

Our imagery is different from our competitors because it is 'hyperspectral' - which means that our imaging has 100x more data per pixel than conventional satellite imagery. This extra data has a lot of useful applications, most of which are going to be discovered in the coming years. One of our most critical duties is to help to educate our customers and our target industries at large about the opportunities that hyperspectral imagery presents to their own roadmaps.

Even though we are selling a new type of imagery, we are 10x less expensive than our competition. That's because we've developed technologies that make satellites much less expensive.

We think that it's pretty exciting to market a technical product that is both superior in quality and a lot less expensive than the competition! We hope you'll help us to tell that story and to drive the growth of our incredible company.

## Who you are

You are an experienced marketing and communications professional. To us, this means that:

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This is not an official job offer. Terms in this document are subject to change.



- You have 7+ years of experience working on a combination of brand and product marketing;
- Your marketing experience has included substantive communications (written and verbal) experience;
- You have sector marketing experience that is technical in nature;
- You are hands-on and willing to execute on strategy yourself;
- You also know how to leverage team members, agencies, contractors, and specialists to fulfill the expert work that augments your strategy;
- You understand technical innovation and can rapidly integrate your knowledge into the technical aspects of Wyvern's offerings;
- You are proficient in both digital and traditional marketing tools and systems;
- You might even identify as a 'nerd' and you might get really excited about cool technologies that will change the world.

## What you will be doing

The Marketing Lead is responsible for marketing and communication strategy at Wyvern, executing on a systematic plan to acquire loyal partners and customers, and to position the company as a leader in space technologies for earth observation. You will relentlessly build and promote the Wyvern brand and help the team do so as well.

You have a singular passion for **positioning a company for success**. You have a tactical mindset and can either perform the critical functions of the role yourself, or can lead others in the effective execution of the project at hand.

Our company is growing quickly, and your role will likely evolve quickly as well. Your first year will include the following duties and strategies that focus on building and brand and driving sales of our imaging services:

- Build a calendar of marketing activities with a budget;
- Lead website redevelopment through scoping, RFP development, and management of a third-party agency partner;
- Develop our event strategy, including trade events, sponsorships, expert speaker, and other promotional opportunities;
- Achieve a cadence on communications - social, newsletter, or blog/vlogs that drive our brand story and offering;
- Develop an outbound comms strategy to promote and support Wyvern's growth (earned media focus);
- Develop a content strategy, which may include in-house content as well as outsourced content from contracted writers;
- Support our product discovery/strategy development:
  - a. Build communications and marketing channels for our products,
  - b. Research target clients;
- Support internal communications;
- Support talent acquisition.



Ultimately, you will work closely with our team to build a long term brand positioning strategy that grows with the company.

**For this position, you must:**

- Be willing to travel domestically and internationally and to possess a current passport.
- Be able to pass a criminal background check.
- Wyvern requests that all employees are fully vaccinated against COVID-19 and that they maintain any future vaccinations schedule, which may be required both domestic and for international travel requirements.

**Compensation:**

- This role offers a competitive salary based on most substantive and aligned experience.
- Benefits and unlimited vacation are included.

Apply for this opening on [LinkedIn](#), ensuring you include a resume and a cover letter which clearly outlines your qualifications and experience as it relates to this position.