

# LifeSpeak Inc.



## Marketing Manager-B2B SaaS

Reports to: Director of Marketing & Communications

Status: Full-Time

Start Date: TBD

Location: Canada – Remote. We welcome applicants from across Canada, with Calgary, AB considered a plus. The right fit for this role is our top priority.

Compensation: CA \$90,000 – CA \$100,000/year

### About LifeSpeak

LifeSpeak Inc. is the leading provider of mental, physical, and family wellbeing solutions for employers, health plans, and other organizations. With a suite of digital solutions, LifeSpeak enables organizations to deliver best-in-class content and human expertise at scale, catering to diverse populations throughout their wellbeing journeys.

### Overview

We're looking for a full-stack Marketing Manager who can operate at the intersection of strategy, execution, and optimization. This isn't a content-only role—it's about building the systems, campaigns, and measurement frameworks that make marketing scalable, measurable, and business-driving.

LifeSpeak is going through an exciting period of transformation—a new website, refreshed brand, and evolving product packaging. We need someone who can hit the ground running, learn quickly, and thrive in a fast-changing environment.

As a Marketing Manager, you'll be a central driver of our marketing operations, working closely with sales enablement, product marketing, and partner marketing to keep campaigns aligned, measurable, and moving. You'll contribute to content creation, but your real strength is in connecting the dots across digital, social, email, and video—ensuring campaigns launch on time, deliver results, and keep improving.

The ideal candidate is a strategic operator and builder: relentlessly organized, fast to learn, comfortable with ambiguity, and capable of turning complex projects into seamless, repeatable systems without needing micromanagement.

This is a remote position with the potential for occasional travel to our US and Canadian headquarters in Minneapolis and Toronto.

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## Responsibilities

- Manage the editorial calendar across blog, email, social, video, and sales enablement, ensuring alignment with business priorities.
- Lead integrated campaigns end-to-end—from strategy and content creation to distribution and performance reporting.
- Write and edit across formats (blogs, guides, email, social, scripts, sales enablement), while ensuring content is data-driven and tied to business impact.
- Use AI tools to efficiently repurpose content into multiple formats and channels.
- Design and optimize workflows, templates, and reporting systems that keep marketing operations running smoothly and transparently.
- Manage projects in Jira, or similar tools to keep stakeholders aligned and accountable.
- Ensure all content is optimized for discoverability and engagement; monitor emerging SEO and AI-driven search trends.
- Partner with product marketing, sales enablement, and partner marketing to deliver cross-functional campaigns that support pipeline growth and client success.
- Define and execute video marketing strategy and execution across formats and platforms (using simple AI tools like Opus AI to create social media shorts.)
- Stay current on new features in our product suite and incorporate them into campaign and content strategies.

## What Success Looks Like

- The editorial calendar runs smoothly and predictably, aligned with business goals.
- Campaigns launch on time, with clear objectives and measurable ROI.
- Content is consistently high-quality, repurposed across channels, and tied to pipeline and retention outcomes.
- Reporting connects marketing activity to real business impact.
- Workflows reduce friction, increase efficiency, and create repeatable wins.
- The Marketing Manager is recognized as a key driver of marketing operations and a strong collaborator across teams.

## Required Skills & Experience

- 5–7+ years in marketing, with proven experience leading multi-channel campaigns (digital, social, email, video, content, sales enablement).
- Strong writing and editing skills across formats, with the ability to tie messaging to business impact.
- Experience in B2B or B2B SaaS marketing is a significant asset.
- Demonstrated success building or reinventing marketing systems, reporting frameworks, and workflows.
- Skilled in leveraging AI tools to scale output and improve efficiency.
- Strong grasp of SEO, digital marketing, and social media trends—including AI-driven search.
- Data-driven mindset with a track record of defining, reporting, and optimizing KPIs.

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- Highly adaptable and quick to learn, with the ability to operate independently in a fast-changing environment.
- Strong collaboration skills, with experience working across product, sales, and design teams.

## Bonus Points For

- Video marketing or production experience.
- Familiarity with GoHighLevel, HubSpot, or other campaign management platforms.
- Background in health, wellness, or HR technology.
- Experience with demand generation or sales/marketing alignment.

## Benefits

We value our employees' time and efforts. Our commitment to your success is enhanced by our competitive pay, benefits, unlimited flexible time off, and paid holidays just to name a few. Plus, we work to maintain the best possible environment for our employees, where people can learn and grow with the company. We strive to provide a collaborative, creative environment where each person feels encouraged to contribute to our processes, decisions, planning, and culture.

## How to Apply

Apply through LinkedIn and use the word "surprise" in your cover letter to let us know you read this far.

In your application, please also address the following:

- Tell us about a time you created or reinvented a data-driven content marketing strategy that directly moved the needle for pipeline, revenue, or retention. What was your approach, and what outcomes did you achieve?
- Share an example of how you've built or optimized marketing systems (workflows, reporting, tools, or cross-team processes) that kept complex projects on track and measurable.
- What sets you apart from other marketing managers? How do your skills and mindset make you not just a content creator, but a strategic operator and business driver?

At LifeSpeak, our goal is to be a diverse and inclusive workplace that is representative, at all job levels, of the clients we serve. We're proud to be an inclusive company and an Equal Opportunity Employer, and we prohibit discrimination and harassment of any kind. We believe that diversity and inclusion among our teammates is critical to our success as a company, and we seek to recruit, develop, and retain the most talented people from a diverse candidate pool. If you're thinking about joining our team, we expect that you would agree!

If you need assistance or accommodation due to a disability, please email us at [hr@lifespeak.com](mailto:hr@lifespeak.com) and we'll be happy to assist you!