



Marketing Manager – Calgary, AB

The Company

Jim Pattison Lease is part of the Jim Pattison Group, one of Canada's largest privately held companies, and has operated in Canada since 1961. The company provides customized fleet management solutions, including vehicle leasing, rentals, remarketing, and fleet management services for commercial customers across Canada and the United States.

About Jim Pattison Lease: <http://www.jimpattisonlease.com/about/>

About the Jim Pattison Group: <https://www.jimpattison.com/about/our-story/>

The Opportunity

Jim Pattison Lease is seeking a Marketing Manager to lead brand execution, content strategy, sales enablement, and marketing operations. This is an in-office role based in our Calgary, Alberta office and reporting to the Senior Vice President of Technology and Operations. The successful candidate will lead a marketing team of and work closely with sales and executive leadership to strengthen market presence, improve campaign execution, and support long-term growth across Canada and the United States.

Position Description

The Marketing Manager will lead day-to-day marketing execution while helping to shape longer-term strategy. This role is responsible for brand consistency, content and campaign development, sales enablement, vendor management, and team leadership. The ideal candidate brings strong B2B marketing experience, practical leadership, and the ability to turn strategy into clear, measurable execution.

Position Responsibilities

Marketing Leadership & Strategy

- Develop and manage the marketing roadmap in support of company growth goals
- Lead, mentor, and develop the internal marketing team
- Partner closely with sales and leadership on go-to-market priorities, campaign planning, and market positioning
- Manage budgets, timelines, and external resources for assigned marketing initiatives

Brand Execution

- Support and execute brand initiatives across digital, print, branch, and event assets
- Ensure brand consistency across all customer touchpoints and marketing channels
- Help lead rebranding and brand refresh initiatives as required

Content & Social Media

- Oversee social media strategy, editorial planning, content development, and publishing
- Build thought leadership content relevant to fleet operators, commercial vehicle companies, and enterprise clients

- Coordinate campaigns that support lead generation, customer acquisition, and retention

Sales Enablement & Collateral

- Create and maintain sales collateral, including brochures, presentations, case studies, website content, digital assets, product sheets, and other customer-facing materials
- Partner with sales to strengthen lead nurturing, proposals, and customer communication materials
- Support event, trade show, and promotional marketing activities

Vendor & Contractor Management

- Manage relationships with agencies, designers, printers, suppliers, and other external partners
- Oversee timelines, budgets, and quality of outsourced marketing work
- Monitor project outcomes and recommend improvements based on results

What Success Looks Like in the First 12 Months

- Strengthen brand consistency across branches and customer-facing materials
- Improve the quality and usefulness of sales collateral and customer communications
- Increase the consistency of campaign planning, content execution, and reporting
- Support measurable growth in brand visibility, lead generation, and market presence

Qualifications

Must-Have Qualifications

- 5+ years of marketing experience, ideally in B2B or fleet management
- 3+ years of people management experience
- Proven experience managing marketing projects across multiple channels
- Experience leading, mentoring, or managing a team
- Strong communication, copywriting, and organizational skills
- Experience working with CRM and marketing automation tools
- Event and trade show marketing experience

Nice to Have

- Degree or diploma in marketing or a related field
- Experience supporting brand development or rebranding initiatives
- Experience working with external agencies, designers, or print vendors
- French Language

Additional Requirements

- Valid driver's license
- Eligible to work in Canada
- Travel to our various offices on an as needed basis

We thank all applicants for their interest; however, only those selected for an interview will be contacted.

If this opportunity is of interest to you, please send your resume to greatcareer@jplease.com