



MARKETING MANAGER – JOB AD

APEX Adventure Plex is now hiring a fun, outgoing individual to help lead our APEX Family. Enjoy a positive working environment where we help create a safe and memorable experience for our guests.

APEX Active Entertainment Group

Consisting of a vertically integrated group of companies, APEX includes both indoor entertainment centers and a full featured manufacturing division. Through our unique vertical approach, we are able to provide synergy throughout our facilities and maintain the ultimate customer experience.

Our premier active indoor entertainment center: APEX Adventure Plex boasts a 47,000 square foot facility with 32,000 square feet of recreational space and 10 private party rooms. The facility is five facilities in one, including: Trampoline Park, Bubble Soccer Arena, Parkour Studio, Bouldering Gym and American Ninja Warrior Gym. With a capacity of over 500 people, APEX Richmond is one of the largest facilities of its kind.

Canada Trampoline Manufacturers, located in Regina, SK – builds world class recreational equipment for professional athletes, gymnastic clubs, parade floats and performance centers. Focusing on bespoke custom projects, Canada Trampoline Manufacturers has recently branched out, providing all of the equipment for APEX Adventure Plex Richmond.

Saskatchewan based young entrepreneurial owners and founders of APEX, Luke Shaheen (27yrs) and Armand Konecni-Luzny (27yrs), have successfully launched the APEX Active Entertainment Group in three years. With over 80 staff and growing – APEX is searching for key individuals to help grow the APEX Family.

New Career Opportunity

We are looking to add a Marketing Manager to our Richmond team. The Marketing Manager is responsible for the APEX marketing plan, brand, campaigns, print materials, merchandise, venue atmospherics (facility posters, decals, signage, etc), events and activations. Deliverables are to be completed through the tactical execution of the marketing plan for all channels, including communications, media, planning, promotions, and photo/video assets. This position will provide direction and support for managers in other areas as it relates to the APEX customer experience.

This position will cover all APEX Indoor Entertainment Centers (Richmond, BC & Saskatoon, SK) as well as Canada Trampoline Manufacturers (Regina, SK). Based primarily out of our Richmond office with quarterly travel to other locations in order to ensure consistency and proper execution of initiatives.

The ideal candidate will naturally align with our mission to Inspire Active Entertainment. The position will be based out of our Richmond location. Applicants must be legally eligible to work in Canada. Applications will not be accepted in person.

Please apply electronically by emailing: Luke@ThePlex.ca

Full Position Overview on the Following Page

Marketing Manager Position Overview

Roles & Responsibilities

Marketing Plan (15%)

- Develop and maintain branding guidelines
- Develop lifetime customer program
- Review and optimize annual budget
- Ensure projects are completed on time and on budget
- Review quarterly on KPI performance and provide analytical support to enable decision-making and results management

Venue Atmospherics (15%)

- Facility poster and screen content
- Brand consistency between locations
- Selection, acquisition and placement of furniture and architectural accents

Print Materials & Merchandise (10%)

- Brochures, product manuals, etc
- Project management and basic changes
- Enhancement of merchandise offerings

Digital Marketing (30%)

- Collaborate with owners and management to define and address digital content needs
- Help craft compelling marketing and ad copy for a variety of channels
- Maintain and ensure adherence to email and social media calendars
- Track metrics calendars
- Track metrics across multiple platforms and campaigns
- Manage social media consultant
 - Content generation
 - Posting across brand accounts
 - Optimization of paid social ads
- Adwords campaign management

Event & Activations (30%)

- Identify prospective events to attend
- Create calendar of prospective events
- Attend events based on greatest ROI
- Scheduling and management of event staff

Skills Required

- Experience with Word, Excel, Adobe Suite
- Familiarity with Adwords
- Strong knowledge of paid social management (Facebook, Instagram, Snapchat, LinkedIn)
- Understanding of print media (CMYK/RGB, 72DPI/300DPI)
- Experience leading a team and/or project management desired

Experience Required

- BBA or similar level of post-secondary education desired
- 1-3 years' experience in similar role

Benefits

- Health benefits & group insurance
- Bi-annual performance reviews
- Discounted/free park admission

Salary Bracket: \$40k-\$55k/year

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