Senior Marketing Manager

Insight Psychological is a multi-award-winning psychological care provider that has been repeatedly recognized by the Globe and Mail as one of Canada's Top Growing Companies. For nearly 30 years, individuals, families, groups, and organizations have trusted us with what matters most: their mental health and well-being. We live our values every day as a Great Place to Work® certified organization, fostering a culture of care, inclusiveness, and integrity.

The Opportunity

We're looking for a marketing leader who can bring a family of trusted brands together and turn them into lasting growth. You'll shape our brand strategy, demand generation, and digital performance, translating our strategic direction into clear positioning, campaigns that deliver measurable results, market intelligence that informs growth decisions, and client engagement that drives conversions and builds lasting connection.

This full-time position reports to the COO, is based in EDMONTON, and offers a hybrid work-from-home-and-office option.

The Position Will Lead:

- Brand strategy and positioning for Insight Psychological, its sister organization, The Grief and Trauma Healing Centre, and their program brands, ensuring every client touchpoint reflects a clear, consistent, and trusted brand.
- Omni-channel campaigns across digital, social, email, print, events, and community, along with the content and social media presence that bring them to life.
- Website strategy and conversion performance, including oversight of our digital marketing partner for SEO, local search, GEO, and paid digital advertising to enhance Insight's visibility in search and AI-generated answers.
- Market research, competitive insights, and KPIs that shape marketing and growth decisions.
- Go-to-market strategy for new services, programs, and products, from validating demand to launch and beyond.
- Lead generation and relationships with referral partners and corporate clients, driving growth across both client services and workplace (B2B) solutions.
- Employer branding that attracts and retains top clinical and administrative talent.
- A marketing team, the marketing budget, service vendors, and external agency partners.

Skills and Qualifications:

- A bachelor's degree in Marketing, Business, Communications, or a related field, or equivalent experience.
- 5+ years of progressive marketing experience, including multi-brand and omni-channel strategy.
- Experience leading a team with direct reports.
- A proven track record of measurable results in lead generation and conversion.
- Strong digital marketing and analytical skills, including SEO/SEM, Google Analytics, Google Ads, and attribution and ROI measurement, with working knowledge of, or active learning in, Generative Engine Optimization (GEO).
- Experience in B2C marketing.
- A solid grounding in brand development and content strategy, with a varied and creative portfolio of work.
- Excellent persuasive writing and presentation skills.
- Proficiency in MS Office or Google Workspace and marketing platforms such as Canva, Notion, Buffer, and SurveyMonkey (or the ability to learn quickly).
- Skilled at collaborating and building trust with cross-functional colleagues, navigating differing priorities and perspectives, and confidently guiding marketing decisions toward what is strategically sound and effective for the brand.
- A self-motivated, accountable, results-oriented approach, with strong business acumen and sound strategic judgment.
- Close attention to detail, accuracy, and quality.

Nice to Have/Assets:

·Marketing experience in healthcare, mental health, or regulated professional services.
·Grant or RFP proposal writing experience.
·Experience in B2B marketing.

Why Join Insight

- Salary: $67,000 - $90,000, based on experience.
- Flexibility: Option for a hybrid work-from-home-and-office arrangement.
- Comprehensive benefits: health and dental coverage, wellness spending account, RRSP matching, professional development subsidy, paid health maintenance days.
- Real impact: a meaningful voice on the leadership team and the opportunity to shape marketing across a portfolio of mission-driven brands, backed by organizations with a proven record of growth.
- Room to grow: ongoing professional development and real opportunities to expand your role and influence as Insight continues to grow.
- A culture that walks the talk: a Great Place to Work certified organization where people genuinely care for one another and pour their energy into transforming lives every day.

How to Apply

Finding the right fit for this critical role matters greatly to us, so let your genuine self shine through in your application. In your cover letter, tell us why this role excites you and share one marketing result you're proud of and how you achieved it.

Review of applications will start immediately and continue until the right candidate is found. Interested and qualified individuals are encouraged to forward their resumes at their earliest possibility to:

Dr. Hendriatta Wong, COO
E-mail: hwong@insightpsychological.ca

We thank all applicants in advance for their interest. Only those selected for interview will be contacted. For more information about our organizations, please visit our websites at www.insightpsychological.ca and www.healmyheart.ca

Join our award winning team!