



Type of Position: Full Time

Position Title: Vice President, Client Services

Location: Calgary, Alberta

Start Date: Spring 2021

About Glacier

Glacier is fully invested in informing and inspiring the next generation through powerful, positive advertising. Led by a passionate team focused on doing the right thing, we are deliver unique advertising services for hundreds of higher-education institutions throughout North America. Glacier is looking for up-and-coming strategy minds who aren't afraid to innovate, adapt and explore.

Glacier has an opportunity for a VP Client Services to join our team in Calgary or Remote. We're looking for an entrepreneurial, creative leader with strong marketing knowledge to develop our client growth strategy.

Position Summary

The Vice President, Client Services will be responsible for client growth strategy, activities and outcomes, including adoption, advocacy, retention, product expansion and renewals. You bring the experience to help set the direction for investment across the client ecosystem, including expansion opportunities, overall structural design and resource allocation. You will design organizational strategies in collaboration with your leadership team and provide meaningful mentorship and coaching to the broader team. You will work to develop our marketing and sales team (5 members), ensuring they have the tools to excel both personally and professionally, while upholding Glacier's culture and values.

Who You Are

The ideal candidate has 8 – 10 years experience managing or building integrated marketing strategies and/or B2B sales activities. They are a service-oriented, effective leader who naturally builds relationships and excels in business strategy. They are entrepreneurial and resourceful, and pre-emptively recognize challenges and implement processes to mitigate them. They understand small business and the dynamic needs and environment it comes with – which includes leading with strategic decisions, but also getting hands dirty with gritty work.

They have experience in performance marketing and are HubSpot certified or have experience with a marketing automation software. Experience in a marketing or advertising agency is also a significant asset.

What You'll Be Doing



- Define and lead strategic initiatives across sales and marketing, including the development of an integrated marketing strategy, growth of outbound sales tactics, and team and client performance across all segments
- Lead, manage and coach a passionate team of sales and marketing minds, setting strategy and clear priorities, developing individual skills, removing roadblocks, negotiating for outcomes, and providing organizational support to ensure that the entire team is thriving
- Drive sales and marketing outcomes, including increasing client retention and wallet share through service expansion, innovative marketing and sales techniques, and reducing churn risk
- Develop and foster executive level relationships with key strategic accounts and serve as an ambassador for Glacier's client experience, representing the organization to prospective partners and clients
- Provide feedback at weekly executive and quarterly strategic meetings to assist the creation of medium and long term company objectives
- Travel of up to 10 days per year may be required

What You Have

- 8 – 10 years' experience in one of the following: performance marketing, advertising, account management focused on customer/client success experience, or equivalent industry experience, and proven success in growing existing accounts and relationships
- A driven attitude focused on initiating action; ability to successfully manage multiple priorities while maintaining a strong sense of urgency to ensure every client has a great experience with Glacier
- A passionate coach for your high performing team – an outgoing people person who wants to build and grow a like-minded team, with the ability to consult and provide opinion, facilitate discussion and resolve conflict

What You'll Get

- An incredible opportunity to join a mission-driven company in a unique, ultra-engaged culture
- Have the opportunity to test and implement innovative ideas within the business to benefit the next generation
- Work in a fast-paced, fun environment for a dynamic company excited about informing and inspiring the next generation while building successful business strategies
- Lifestyle company that includes work from home opportunities (even post-covid!) five weeks' vacation, great benefits
- Salary range \$110,000 - \$140,000, experience dependent

John is waiting so flip him an email with your resume & cover letter to john@weareglacier.org and he'll get back to you if the fit looks right. Good luck!