Jacuzzi | Bath Remodel
SOUTHERN ONTARIO

Apply by sending an email with your resume to customercare@nautilusbath.ca

Example Email Heading: FirstName LastName – Field Marketing Lead Application

Jacuzzi Bath Remodel Field Marketing Lead

Jacuzzi Bath Remodel of Ontario replaces old tubs and showers with safe, beautiful Jacuzzi bath systems, often in as little as a day. We're one of the fastest-growing home improvement companies in Ontario, and our best leads come from happy customers, their neighbours and the community. You'll build and run our field marketing engine: events, home shows, retail, canvassing and referrals. This is a player-coach role in the field with your team. Full-time, on the road across the GTA, start January 1, 2027.

What You'll Do

- **Build the Rep Team:** Recruit, hire, train and coach field marketing reps and event staff. Keep the team fully staffed for the season.
- **Run the Event Schedule:** Find, book and manage home shows, community fairs, retail pop-ups and in-store events, including set-up, tear-down, displays and collateral.
- **Set Appointments:** You and your reps book free in-home design consultations, and every lead goes into our CRM the same day.
- **Coach in the Field:** Visit reps at events and on canvassing routes to shadow, coach and inspect performance.
- **Neighbourhood Marketing:** Run yard-sign blitzes and weekend door-knocking around recently installed homes.
- **Referrals & Reviews:** Run post-install follow-ups and the referral program.
- **Own the Numbers:** Track leads, issued appointments, sales and cost per appointment by source. Manage the events budget and cut what doesn't work.
- **Retail Partnerships:** Help launch and staff our big-box retail programs as they roll out.

Compensation & Structure (Est. CAD$65,000–$75,000/year*)

- **Base Salary:** $55,000 per year
- **Appointment Bonus:** For every issued appointment you and your team generate that our designers run
- **Monthly Bonuses:** Based on performance; mileage included

Requirements

- 2+ years in field marketing, event marketing, canvassing or in-home lead generation. Home improvement experience is a strong plus.
- Experience hiring, training and leading promoters, canvassers or reps.

- Outgoing, competitive and organized enough to run a full event calendar, staffing schedule and budget.
- Valid Ontario G licence, a reliable vehicle and a smartphone.
- Available weekends, evenings during show season, and long days on your feet.

What You Get: Uncapped appointment bonuses, paid training, company gear, a team you build yourself, and a real path to Marketing Manager as we expand across Ontario. Schedule is typically Wednesday to Sunday, adjusted around events and the seasons.

Jacuzzi Bath Remodel of Ontario is an equal opportunity employer. We value diversity, inclusion, and respect for all team members. Accommodations are available upon request throughout the hiring process. This posting is for an existing vacancy.

** Expected first-year earnings; actual earnings depend on performance*