

MARKETING MANAGER

Job Description

Duties include but not limited to;

- Supervision of Product Managers, Industry Managers and marketing communications
- Development and implementation of annual marketing plan
- Development and implementation of industry specific and product specific marketing campaigns
- Development of publicity and promotion campaigns to support the strategic goals of the company
- Improve customer awareness of the company and its value proposition
- Employee training and development
- Maintain relationships with the product centres
- Visiting customers in support of sales
- Gathering market intelligence and competitive information

Qualifications

- Post Secondary technical education, preferably in instrumentation, process control or electronics
- Post secondary marketing courses
- Computer literacy and working knowledge of Microsoft Office
- Previous marketing experience in industrial instrumentation
- Good leadership skills
- Good people relations and communication skills
- Knowledge of ISO 9001 Quality Management System