

Marketing and Communications Coordinator

POSITION SUMMARY	
Title	Marketing and Communications Coordinator
Division	Marketing
Location	Montreal, Canada
Industry	Electronic Test and Measurement Equipment
Employment Type	Full-Time
Experience	Entry Level

COMPANY OVERVIEW

Founded in 2012 through self-funding, **Introspect Technology** designs and manufactures innovative test and measurement equipment for high-speed digital applications. Whether it is the next smartphone or the level-4 autonomy engine in a mobility solution, our award-winning tools are used to develop, test, and manufacture next-generation products. In short, we help the leading global technology companies **make tomorrow's technology today's possibility**.

WHY INTROSPECT

DRIVE TOMORROW'S TECHNOLOGY

At Introspect, we're solving the most difficult problems encountered in electrical engineering with a passionate team that is inventing the world's most innovative test instruments. You will have the opportunity to market and brand state-of-the-art test and measurement equipment — tools which will empower engineers to produce their finest work. You'll not only make a meaningful difference in our customers' careers, but you'll also impact the lives of people around the world with work that propels global innovation forward.

COLLABORATE WITH DRIVEN COLLEAGUES

You will work with a team of diverse and intelligent colleagues as well as with customers at the top technology companies in the world. At Introspect, you'll gain a rich, multi-disciplinary experience with colleagues and mentors committed to helping you learn and achieve your career goals.

PURSUE YOUR PASSIONS

We'll provide the support you need to do what you love and help you pursue a career which aligns with your values, passions, and aspirations. We also offer a competitive employee benefits package that includes medical and dental coverage. Join us to achieve your maximum potential, produce the best work of your career, and deliver meaningful value to customers.

JOB DESCRIPTION

As the company is entering new markets and expanding its portfolio of products, Introspect Technology is seeking an energetic **Marketing Communications Coordinator** to join the Marketing team in Montreal.

As the Marketing Communications Coordinator, you will contribute significantly to Introspect's global acceleration initiatives, and you will be directly involved in content marketing, branding, client-facing events, external communications, mailing list coordination, database management, and all web technologies at Introspect. This is an excellent opportunity for a strong performer who is keen on achieving consistent career growth in a fast-paced and fast-growing technology company.

This position offers a unique opportunity to serve leading edge technologies such as MIPI, PCI Express, USB, HDMI, and 100G/400G telecommunications standards. The position also offers the opportunity to gain a rich, multi-disciplinary experience and to interact with the world's top technology leaders.

The ideal candidate is a driven, self-motivated, and highly cooperative top performer who thrives in a flexible continuous-improvement environment. The ideal candidate also possesses characters of good judgment, great communication, and eagerness to learn and adapt. He/she is very helpful to his/her peers.

RESPONSIBILITIES

- Become a key player in the definition and execution of Introspect's global integrated marketing communications plan
- Coordinate the rollout of high-profile campaigns for new products
- Select and maintain lead generation and content marketing tools for Introspect; deploy such tools to achieve measurable improvement in website traffic, brand awareness, and sales
- Develop and manage content for Introspect's website including videos, testimonials, and brochures to name a few
- Assist in the production of collateral, emails, web content, and social media campaigns
- Plan and execute specific events, including event management logistics: critical-path demo system planning, invitation development and distribution, registration management, list management/creation, distribution of follow-up reports, and other related support as needed
- Develop presentations, fact sheets, product briefs, and other marketing collateral as required
- Maintain lists in Introspect's CRM database and execute external communications and PR activities
- Eventually manage marketing communications workflows and campaigns across R&D, manufacturing, and sales for establishing alignment with the company values, goals, and brand

QUALIFICATIONS

- 1 to 2 years experience in business, marketing, communications, public relations, or a related field
- Minimum BA/BS/BComm degree
- Exceptional written and verbal communication skills and excellent editing skills
- Ability to translate complex technical concepts into insightful narratives
- Advanced knowledge of and experience with using WordPress, Yoast SEO, Google Analytics, Google Ads, Mail Chimp, and social media platforms
- Knowledge of SEO strategy and CRM software such as Salesforce highly desired
- Experience using photoshop and Adobe Creative Cloud considered an asset
- Experience developing strategic email marketing campaigns
- Experience publishing press releases, developing website copy, and establishing relationships with the media
- Must be a highly detail-oriented, self-starter who is eager to develop professionally
- Strong organizational skills and superior multi-stakeholder project management skills
- Must be a team player with a desire to learn new concepts related to technology and semiconductors
- Must be able to work independently to meet deadlines
- Comfortable with giving and receiving feedback
- Experience in event management especially with respect to trade shows is an asset
- Demonstrated interest in marketing and communications of digital technology

APPLICATION PROCESS

Please email your resume and a cover letter describing career goals and illustrating your ability to write and communicate your vision to careers@introspect.ca with the subject line "AD-F016-E-19211 Marketing and Communications Coordinator". **Applications will be considered on a rolling basis.**