

Position: Marketing Associate

Headquartered in Montreal, Canada, Interfacing Technologies Corporation is a leading provider of **Business Process Management (BPM)** software tools that allow business users to model, map and manage business processes and knowledge.

With over a decade of Business Process experience, Interfacing is considered a pioneer of the **BPM** marketplace, providing technology, services and comprehensive solutions to document, model, manage, simulate, analyze, integrate and improve **Business Process Management**.

The **Marketing Associate** would report directly to the Director, Communications.

Job Description

Marketing

- Work closely with the Communication Director to create and develop both brand and communication strategies, as well as standards and practices company-wide that meet the behaviour, emotion and recognition objectives of the company.
- Evaluate customer research, market conditions, competitor data and implement marketing plan changes as needed.
- Assist in developing marketing KPIs.
- Development of key messages for all audiences to communicate our core brand identity.
- Assist in providing monthly reporting to the ITC CEO and/or other senior executives. Will include but not be limited to reporting on the status of prioritized marketing and communication activities. Reporting will be both historical and forward looking.
- Develop media packs and giveaways for trade shows and conferences.
- Serves as liaison between the company and advertising agencies, freelance talent, print suppliers, and other marketing services.
- Arrange preparatory meetings for seminar events and trade shows.
- Contributes to the total effectiveness of the department, communicating openly, solving problems proactively, offering creative ideas and working as a positive, engaged team member.
- Develop and maintain marketing database, includes client and prospect information, mailing list applications, etc.

Business Development

- Build and maintain strong relationships with internal and external key stakeholders to ensure proper messaging of company beliefs and service offerings.
- Research editorial opportunities and assist in building relationships with key industry media.
- Assists in the development of promotional strategies and product development.
- Performs related work as required.

Communications

- Work closely with the Communication Director to ensure messaging is consistent with overall marketing and communication objectives.
- Develop promotional materials including marketing collateral and print copies. Write press releases, company news-letters, copy for marketing materials, brochures, web content, advertisements, and other related material. Turn-over of materials in a timely manner.
- Update company news and headlines on the corporate website.
- Translation of materials into other media.
- Develop and deliver insightful presentations.

Relationships and Roles:

- Demonstrate ability to interact and cooperate with all company employees.
- Build trust, value others, communicate effectively, drive execution, foster innovation, focus on the customer, collaborate with others, solve problems creatively and proactively, and demonstrate high integrity.
- Maintain professional internal and external relationships that meet company core values.
- Proactively establish and maintain effective working team relationships with all support departments.

Requirements

Work Related

- Able to quickly develop good knowledge of the market and product.
- Able to understand the demands, needs, satisfaction, etc., of the consumers.
- Experience in all aspects of developing and maintaining marketing strategies to meet organizational objectives.
- Strong ability to understand customer and market dynamics, requirements, and needs.
- Experience with enterprise software solutions and small organizations is a plus.
- 2-4 years of marketing experience (or equivalent).

Communication

- Excellent communication skills.
- Strong writing skills.

Personal

- Self-confidence, motivated, initiative, challenger.
- Strong at time management.
- Creative. Energetic.

Academic Qualifications

- Business degree. MBA graduate (or in last year in MBA program) preferable.

Please send your CVs with accompanying cover letter to:

jobs@interfacing.com

www.interfacing.com