

Lynch Fluid Controls Inc. was established in 1987 and is the vendor of choice for hydraulic and motion control solutions. In today's dynamic global markets, our vision of custom engineering solutions, automation and cutting edge technology has enabled us to retain our competitive edge within the hydraulic motion control world. Lynch has the largest dedicated manifold design team and the most automated manifold manufacturing facility in North America with a focus on continuous improvement and growth.

Lynch Fluid Controls is looking for a highly energetic, highly organized Marketing Professional to join our Marketing Team. This individual must feel comfortable working in a fast paced environment, be computer savvy, detail oriented, professional, and a team player.

JOB SUMMARY:

This position suits a marketing generalist responsible for fulfilling the continuous marketing & developmental needs of a fast growing B2B manufacturer-distributor.

RESPONSIBILITIES:

Print & Digital Marketing

- Negotiate, create and schedule web and print advertisement
- Update listings in magazines; printed and on-line directories
- Keep detailed records of industry publications Lynch is involved with
- Create/design and update catalogues, line cards, brochures, etc.
- Respond to branded literature requests
- Evaluate promotional options, create artwork
- Graphic creation using Adobe InDesign, Photoshop, Illustrator
- Creation of whitepapers/technical articles with Engineering assistance

Brand Awareness/Relationships

- Keep detailed records of industry associations Lynch is involved with
- Design/manage business card inventory & re-printing
- Communication (scheduled email blasts, mail campaigns)
- Create distributor campaigns, engage with distributors
- Creation of video and radio advertisements

Internal & External Events

- Prepare and format presentations
- Trade show promotion coordination, exhibiting, set-up and tear-down
- Scheduling, hosting, organizing & preparing of both in-house and external events
- Scheduling and booking travel for employees
- Responsible for trade show follow-up, emails & phone calls
- CRM data entry/updates

Online Presence

- Website creation and updates, page design, content creation, product photography
- Maintain and prepare reports, mailing lists, and databases
- Responsible for weekly social media posts

- Responsible for schedule web blog posts
- Type and proofread correspondence, forms, and other documents

Administrative Duties

- General office duties
- Helping generate and adhere to departmental budget
- Support Sales Manager, Outside Sales
- Occasional telephone duties, including telemarketing
- Receive and forward telephone or electronic enquiries
- Market research; compile data, statistics, and other information

ACADEMIC/EDUCATIONAL REQUIREMENTS:

- College or University degree - Marketing or Design preferred
- Minimum 2 years of related experience

REQUIRED SKILLS/EXPERIENCE:

- Word processing, spreadsheet, & database experience
- Must be familiar with general office equipment
- Must be familiar utilizing e-mail, internet browsers
- Excellent interpersonal and communication skills
- Ability to deal with the public in a pleasant, positive, and professional manner
- Excels under pressure and manage multiple tasks
- Ability to communicate with all levels of staff, on the telephone, electronically, and in person
- Punctual and reliable
- Team oriented
- Must possess a valid passport and be able to travel

We offer a comprehensive benefit package, competitive salary and a great working environment.

Must meet requirements of Canadian Controlled Goods Program (CGP)

Please send your resume to sfania@lynch.ca. Visit our web site www.lynch.ca for more information about Lynch Group of Companies.

******* PLEASE SEND YOUR RESUME IN PDF FORMAT ONLY**

Lynch Fluid Controls is proud to be an equal opportunity workplace. Our goal is a diverse, inclusive, and barrier-free workplace. We will provide reasonable accommodation to applicants with disabilities at all stages of the hiring process in accordance with the Ontario Human Rights Code, and the Accessibility for Ontarians with Disabilities Act. If you are a person with a disability and need the job posting in an alternative format or any other accessible accommodations during the hiring process, please send your request to our Human Resources department.