

Job Title: Sr. Marketing Specialist

Reports to: CEO & President

Department: Marketing

Terms of Employment: 1 year contract, Full-Time

Lynch Fluid Controls 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.

JOB SUMMARY:

A highly motivated team player to lead our Marketing team in developing, coordinating and ensuring a smooth and continued implementation of the product strategy for all product lines, and assist in leading Lynch towards rapid market share and sales growth through our marketing initiatives. The role of the **Sr. Marketing Specialist** will focus on the market research & business development of new and current Lynch customers, setting-up new distribution network, organizing, training, and support to distributors and resellers in each region as well as coordinating and participating industry-focus trade shows.

RESPONSIBILITIES:

- Find and grow sales opportunities in the Canadian, US and International market. This will be achieved by: researching, contacting, visiting prospective customers, and developing programs to promote Lynch's capabilities.
- Coordination, prioritization and oversight of the Company's activities to develop and execute the marketing plans for the target markets
- Conduct industry analyses by product segments and create annual sales plans
- Review and analyze: sales, budgets, tracking industry publications, attending industry conferences and trade shows.
- Provide a "win strategy" for proposals and lead proposal reviews for sales pursuits
- Support business planning, booking and sales plan activities as required
- Research, compile data, statistics and other information gathering (industry market research).
- Work closely with the sales and marketing team in evaluating statistics & data gathered and implementing appropriate marketing strategies.
- Attending to sales and marketing requests from distributors, resellers, OEMs & vendors.
- Maintenance, creation & distribution of all outgoing literature to existing and potential clients.
- Event coordination, management and participation (travel nationally and internationally is necessary):
 - Local, national and international tradeshows – logistics, booth setup & staff coordination.
 - Internal events hosted by Lynch; such as training sessions and seminars – room setup, refreshment preparation, maintain visitor safety requirements.
- Maintenance & revision of MVP catalogue & price list and Electronics catalogue & price list.
- Taking ownership of the CRM database, train personnel on its use and maintain an organized database.
- Creating Lynch brand awareness by calling, emailing & mailing customers & prospects, email signatures, association membership, publication collaboration, etc.
- Meeting and greeting visitors & students, arrange/conduct facility tours.
- Monthly checks to ensure web site is up to date; add new information and remove any dated content.
- Always being tuned in to what we can do to provide better service to our customers internally & externally.

- Assist in training and mentoring of the Marketing Team.
- Conduct weekly meeting and coordinate ongoing projects and goals.

ACADEMIC/EDUCATIONAL REQUIREMENTS:

- Degree in Engineering or Business Marketing

REQUIRED SKILLS/EXPERIENCE:

- Experience and knowledge of industrial products and distribution techniques
- 5+ years experience in B2B marketing
- 3-5 years experience managing/developing a team
- Demonstrated ability to access customer, user and acquisition communities and be a highly motivated self-started with the ability to operate with minimum supervision
- Proficient in all Microsoft Office software
- Ability to multi-task in a face paced, demanding environment
- Strong leadership, communication and organizational skills
- Knowledge of Industrial Automation products and applications, specifically in the aspects of sales and marketing of these products
- Understanding of industrial and business-to-business marketing as well as international marketing
- Understanding of supply chain and logistics management
- Proficient in all Adobe Suite
- Fully competent with e-mail, internet browsers, and search engines
- Ability to deal with the public in a pleasant, positive, and professional manner
- Ability to communicate with all levels of staff, on the telephone and in person
- Team oriented, punctual and reliable
- The ability to produce results with minimum supervision in a fast paced dynamic environment
- Ability to think strategically and create links between business direction and specific solutions
- CRM experience
- High energy with a competitive spirit

WORKING CONDITIONS:

- Must be able to wear appropriate foot and eye protection as required
- Ability to travel outside of Canada

Must meet requirements of Canadian Controlled Goods Program (CGP)

Please send your resume to HR@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.