



<https://intscanada.com/job/field-marketing-specialist/>

Field Marketing Specialist

Description

VEGA Instruments Canada Ltd. distributes and services process instrumentation to measure level, density, weight, and pressure. Our products have been making industrial processes safer and more efficient for over 60 years.

Hiring organization

INTS Consulting

Date posted

2023-05-16

As an employee, you'll find VEGA Canada commits itself to the highest quality standards and respect for the individual needs of employees, customers, vendors, and shareholders.

We're looking for a **Field Marketing Specialist** to expand the event coordination capabilities of our growing team. This person will execute our trade show and corporate event functions, including project planning, vendor identification and management, and onsite support. This brand ambassador will routinely travel for event coverage and will be the point person for ensuring event success.

What you'll do:

- Identify, schedule, plan, and execute trade shows, field events, and customer engagement activities alongside the sales team to generate leads and promote the company, products, and services
- Develop a project plan, including a contingency plan, for each event
- Manage vendor relationships from contract stage through event completion
- Document event leads and facilitate further action using CRM software
- Take photos, videos, and/or audio of events and user testimonials for use in marketing collateral and social media
- Manage demo equipment, exhibition materials, and promotional stock inventories for use at events and for internal purposes

What you'll need:

- Frequent travel to the United States for training purposes: Candidates must have the ability to travel to the United States without restrictions and possess all necessary travel documentation.
- Must have a valid driver's license and be able to drive
- Bachelor's degree in Marketing, Business, or equivalent from a four-year College or University; minimum three years of experience in a marketing role; or equivalent combination of education and experience
- Possess great interpersonal skills with the ability to collaborate and problem-

- solve on the fly
- Able to adapt to changing priorities and effectively manage time while handling multiple projects concurrently
- Demonstrate an understanding of the concepts of lead generation, brand awareness, and public relations
- Able to travel 25-40% of the time

What makes VEGA a great place to work?

VEGA Instruments, Canada Ltd. provides a full benefits package including:

- A competitive salary
- Extended Medical, Dental, Life, and Disability benefits available on day one
- Day 1 Competitive GRSP with a company match to help you reach your retirement goals
- Corporate discount to Goodlife gym membership
- Paid underground parking
- Company cellphone
- Other perks include paid time off, holiday pay, tuition assistance, and training opportunities.
- A free trip to VEGA Germany to experience our Home of Values Event!

VEGA Instruments, Canada Ltd. is proud to be an Equal Opportunity employer. It is our policy that we will not discriminate against any person based on race, color, religion, sex, sexual orientation, gender identity, national origin, ancestry, disability, or veteran status.