



## Marketing Director

**Technimount System's** Sales & Marketing service, a division of Technologie CGC Inc., needs you to ensure the daily implementation of our marketing plans, as a manager and support our sales team. You will collaborate with the CEO and other specialists in planning and implementing campaigns, developing marketing and supporting sales. As the job title indicates, you will manage your service's activities, including strategic analysis, marketing plan, branding, tactical planning, product management, market studies, proposals, advertizing, promotions, sales contests as well as printed and online communications. Your responsibilities include many tasks, depending on the company's objectives in its three (3) markets.

**Position type:** Full-time, 40hrs/week

**Salary:** To be discussed, Complete insurance package, Possible performance bonuses, etc.

**Start date :** As soon as possible

**Job location :** Québec (Ste-Foy) – Parc Colbert

### **Company description:**

**Technimount System** a young and dynamic company, sells, develops and markets deployment and mounting systems for medical equipment that can be adapted to different brands of defibrillators, ventilators, pumps and other medical devices used in hospitals, pre-hospital emergency services or military environments, in order to make medical equipment safe in transport.

Our strength lies in our knowledge and understanding of our client's needs, finding solutions adapted to the medical field's requirements. We design our products based on our clients' ideas or products they already use and wish to modify.

The **Technimount** team is comprised of experienced staff from the fields of engineering, machining, design, management, sales and manufacturing of various products, putting their vast expertise to use to satisfy the industry's and market's standards.

Our products are distributed through a network of distributors and manufacturer's agents, serving Canada, the Americas, along with Europe.

**Under the supervision of the President, the marketing director will perform the following:**

- Supports sales management in all of the division's commercial activities
- Manage marketing management in all tasks and actions related to the company's development
- Creates strategies and tactical plans for market deployments of different products;

- Performs market share analysis according to the targeted market;
- Responsible of the marketing plan and the updates;
- Helps the administrators with the Government program and assist the management;
- Manages the marketing budget;
- Collaborates with R & D for product development and marketing plan of deployment;
- Responsible of the Corporate marketing and products marketing;
- Manages sending advertising materials; online and promotions
- Contributes to the creation and design of advertizing materials
- Manages the different online communication platforms (Website, Facebook, YouTube, LinkedIn, etc.)
- Supports projects in cooperation with ad/ marketing agency and department management
- Participates in the creation of sales tool content
- Contributes to and supports events organized by Technimount (Press conference, announcements)
- Manages in the division's activities in relation to conventions, consumer and trade shows (Canada & US)
- Supports the production and creation of promotional materials
- Updates various sales and promotional support documents
- Ensures follow-ups with vendors (graphic artist, printer, etc.)
- Participates in the creation of new products (marketing & sales aspect)
- Writes, in French and English, various texts and makes the necessary corrections
- Formats and corrects different training and reference documents
- Any other related tasks

**Position requirements:**

- Bilingualism (French/English) is mandatory; Masters spoken and written
- University degree; marketing, administration or another relevant field
- Experience in sales and marketing coordination (an asset)
- Be available for occasional traveling across Canada and the US
- Great autonomy, is well-organized, priority-driven, has aptitude for managing several projects at the same time and working under pressure
- Experience in sales/marketing or in the field of healthcare or ambulance services will be considered an important asset

**General skills:**

- Leadership
- Critical thinking
- Expertise development
- Produces results
- Initiative

**Please send your CV to:**

[accounting@technimount.com](mailto:accounting@technimount.com) or by fax: 1.855.339.6351

**Only the selected candidates will be contacted.**