

Job Title:	Marketing Coordinator	Job Category:	Permanent
Department/Group:	Sales and Marketing	Position Type:	Full Time
Level/Salary Range:	TBD	Date posted:	February 14, 2011
		Posting Expires:	March 1, 2011

Job Description

ROLE AND RESPONSIBILITIES

Infolytica is one of the world's leading suppliers of state-of-the-art CAD software and consulting services to the designers of electromagnetic devices and systems. Our tools are used by designers of advanced systems in the automobile, aerospace, communications, computer, medical, domestic appliance and power industries. You probably own devices designed with our software.

We are expanding our Montreal marketing team and are seeking a new marketing coordinator. This is an entry level position and requires no previous professional job experience. You will assist in many of the company's current sales and marketing initiatives; however this position is being created to oversee the launching of a new academic relations program.

ACADEMIC RELATIONS PROGRAM

Launching this program will entail a significant amount of work:

- Creation and distribution of all promotional material
- Coordination with sales
- Managing agreements, renewals and processing
- Tracking effectiveness

EVENT ORGANIZATION

Conference/Trade Shows

- Planning and scheduling of all the trade shows which the company will attend
- Attending trade shows
- Preparing the printed and presentation material for the trade show
- Booth equipment management

Web Seminars

- Planning and scheduling
- Promoting the event
- Preparing presentation material
- Co-Hosting
- Editing video and converting to Online Format
- Following up with the attendees

COMMUNICATION

Writing, editing or reviewing the following material:

- Press Releases & Newsletters
- Promotional material & emails

Qualifications and Education Requirements

- B.ENG, preferably computer, electrical or mechanical with a GPA of 3.0 or higher
- Language: English (oral & written). French not required but an asset
- Presentation skills
- Minor in marketing or other relevant management courses not required but a strong asset
- Job experience in marketing, customer service or other related fields

Preferred Skills

- HTML/ASP.NET
- Fireworks/PhotoShop for image editing
- Excel for statistical analysis &, reporting
- Word for form creation, mail merging and documentation formatting
- Video editing/multimedia
- ACT! or similar CRM software
- Event planning
- Organized and manages time well
- Outgoing, enthusiastic personality

Application Deadline: March 1, 2011

Please forward your resume to personnel@infolytica.com