

Marketing Manager

You

- Prefer to work for a "David" rather than a "Goliath".
- Want to feel that you have an immediate impact on the company you work for.
- Enjoy a variety in your tasks.
- Prefer to work in a multi-task mode with several projects to tackle at once.
- Are excited to be the first marketing manager of a technology company and to develop and implement a multi-channel strategy.
- Have some scientific background that will allow you to understand our geeks and grasp the "art behind the science".

We

- Are one of the best-kept secrets in the country (the boss would like to change that...).
- Are a laboratory specializing in materials testing and accelerated aging.
- Are a niche player in Canada but one of many labs in North America.
- Work exclusively in B2B.
- Are excellent geeks in the lab, but we have a hard time making ourselves known.
- Are more interested in your intelligence, skills, creativity, and values than your extensive experience.
- Believe in people and teamwork.
- Work with a CRM and have a website that generates sales.

Located in Dorval, Micom is an industrial testing laboratory. We simulate real-life for manufacturers under controlled and accelerated conditions.

You will

- Have a minimum of 3 years of experience in digital marketing and ideally in B2B.
- Want to join a team for the long term.
- Be fluent in both official languages (professional writing).

We are looking for someone who is self-motivated and independent and can generate their own projects. You will report directly to the President of the company that loves initiative and creativity, but has relatively little time to manage this aspect (hence the creation of the position).

Duties

1. **Produce content** (e.g. blog posts, videos, social media posts) to promote Micom and its service offering. For example, you will be asked to write an article on "Why XYZ testing is a must in the aerospace industry". You don't have to be a test specialist to write this, but you do have to use your "in-house journalism" skills to get the information from various sources (colleagues, trade publications, etc.). Are you a curious and creative person? That's fine, you'll have fun.
2. **Qualify leads.** The site is effective at getting leads, but we need your skills to sort out the most promising ones and send them to our sales force.
3. **Sales:** Contacting customers in a sales context, which will allow you to get a better feel for the pulse of the market. Sales will not be your primary task, but we believe it is important that you are able to talk to customers directly to ensure marketing and sales alignment. We already have an existing sales force and you will be a complement, not a replacement.
4. **Management and coordination:** for special marketing projects (e.g. website redesign) you will have to coordinate the production of materials with various suppliers. Here, we are looking for your ability to get things done.
5. **Strategy and execution:** we need your creativity to find new tactics to make Micom known and to translate this into sales. Again, a good strategy is nothing without good execution and we're counting on you to do the whole marketing cycle (overall strategy, tactics, execution, post-mortem, next steps).

Any application that matches much of the above will be considered.

Additional information: <https://www.micomlab.com/contact-us/careers/>

To submit your application: emploi@micomlab.com