

# TRADE MARKETING COORDINATOR

You would like to take on a role that will have a direct impact on the growing SPYPOINT brand awareness at the retail level? You like to drive marketing projects as much as being in the field with our distributor, retail, and key accounts?

**Performance, innovation, and family** are words that speak to you and inspire you?

If so, we have what you need as we are currently looking for a **Trade Marketing Specialist**.

The Techno-X Group and its companies are inspired by the desire of surpassing oneself and challenging limits. We are revolutionizing the field of security, technology, customer service, and outdoor activities with our innovative products and services.

## Your mission at GTX:

- Lead trade marketing initiatives to ensure a proper strategy is in place to meet both brand and customer expectations for distributor, retail and key accounts.
- Track budgets, ROI, and effectiveness for their specific TM activities.
- Participate in customer meetings and visits.
- Develop and preserve strong relationships with our customer's buying and marketing teams.
- Ensure video production of retail specific SPYPOINT content and design with the brand team.
- Plan and follow up on all points of sales tools (End Cap, PDQ, POP, promo material, and dealer package) including supplier relations and tracking to stores.
- Create and maintain an activity trade calendar working with both the sales & marketing teams.
- Work closely with the sales team to ensure that trade marketing strategies are aligned with business objectives and sales revenue targets.
- Manage reservations and organization of major trade shows and be responsible for the trade show material inventory.
- Oversee and follow up on various trade marketing specific projects such as UPC code creation, annual packaging creation/revision, SharePoint document management, dropbox content update, enhanced content texts and images, retail newsletters, etc.



## Requirements:

- 3-5 years of experience in marketing and with B2B client relationships.
- Bachelor's degree or diploma in marketing, sales, or a related field.
- Excellent project management skills.
- Good understanding of the sales cycle.
- Experience with Salesforce (would be an asset).
- Strong interpersonal skills and ability to communicate easily as well as create good working relationships.
- Enjoy taking initiatives and working in a changing environment.
- A creative, passionate, autonomous, committed, and proactive person.
- Available to work flexible hours and to travel to Canada and USA.
- Bilingual, French and English, (oral and written) is essential.

## Why choose the Techno-X Group?

- First of all, a work environment where performance, innovation, and family are valued!
- A work-life balance.
- Schedule flexibility for early and late risers.
- No traffic jam, you can work directly from home.
- A 24/7 free access to online doctors.
- A diversified company with a variety of challenges: you can't get bored.
- A group insurance, because we want to take care of our people.

**It is now your turn to tell us about yourself. All you have to do is apply!**

