



Position: Sales & Marketing Assistant

Date: June 2018

Workplace: Sherbrooke

THE COMPANY

Working in the energy efficiency sector, Demtroys Technology Inc. is a growing company that designs, makes, and markets equipment to control heating systems for residential, commercial, and institutional buildings, especially apartment buildings and retirement homes.

If you like varied tasks and challenges, make a difference and join a dynamic and growing company!

THE POSITION: SALES & MARKETING COORDINATOR

Are you interested in the energy efficiency sector, technology environments, a company with an international reach, and do you want to join a company that's in full expansion? We are currently seeking a Sales & Marketing Assistant for a permanent position with possibilities for advancement. Working under the Managing Director for Business Development, the Sales & Marketing Coordinator position involves the following tasks:

Sales and Customer Support (Internal Sales)

- Following up on prospects and prequalified potential customers;
- Coordinating building analyses, Customer-System solutions, and related logistics;
- Preparing financial analyses, quotes, and client presentations;
- Following up on direct and electronic marketing campaigns;
- CRM management and maintenance.

Coordination of Marketing and Project Management Activities

- Using the events calendar, carrying out all aspects related to the preparation and logistics of trade shows and fairs (reservations, kiosks, equipment, invitations, etc.);
- Participating in events;
- Optimizing the company's online media visibility;
- Editing content and infomercials and advertorials.

Coordination of Marketing and Promotional Tools

- When applicable, managing bilingual material: Inventory, updates, production, etc.
- Enhancing or developing the company's sales and communications tools;
- When applicable, managing website content.

Marketing

- Assisting in managing supplier requests, planning marketing budgets, and managing marketing efficiency.

Other Related Tasks

- Taking part in conducting research, compiling data (statistics or other information), drafting reports intended for partners or other organizations, and coordinating the preparation, production and presentation of these documents;
- Drafting documents, in French and in English.

Requirements

- Bachelor's degree in Business Administration, with a concentration in Marketing, Bachelor's degree in Communications, or DCS in Technical Administration with a concentration in Marketing, or other related experience.
- Minimum 3 years of experience or relevant experience;
- French fluency is essential. Fluency in spoken and written English is an asset;
- An interest in tasks requiring mathematical aptitude;
- An interest in telephone solicitation, establishing contacts, and doing follow-up is essential.
- Experience in sales, communications and marketing in one of the following sectors: heating, air conditioning, energy efficiency, plumbing, real estate management, construction, electronic equipment, electricity, or telecommunications (asset);
- Grasp of the energy industry and heating systems, and knowledge of or business network in one of these areas would be assets;
- Ability to work on both simple and complex assignments and carry out diverse tasks;
- Knowledge of office environment tools (Excel, Word, Powerpoint) and Internet search engines.
- Great ability and aptitude for making contacts with people;
- Great listening, communications, and negotiating skills;
- Desire to meet challenges and demonstrate initiative;
- Good organizational skills and ability to prioritize;
- Being independent and comfortable with working alone while also being able to work as part of a team;
- Other qualities sought: A methodological approach, ability to adapt to change, detail-oriented, organizational skills, and sense of responsibility.

Employment Conditions

- Salary (based on experience and to be negotiated)
- Occasional travel outside of the region

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Note: Only selected applicants will be contacted.