

Epson Canada is dedicated to providing its customers with digital image innovation. Our main product lines are comprised of information-related equipment such as printers, scanners, projectors, home entertainment and electronic devices. Epson products are known throughout the world for their superior quality, functionality, compactness and energy efficiency.

### **Job Description**

In this role, you will be responsible for creating preference and demand for Epson products through integrated marketing communications programs in the B2B channel. Working cross-functionally with your U.S. counterparts, you will tailor U.S. strategies for the Canadian market. Additionally, you will collaborate with Epson sales teams and key customers to deliver innovative channel marketing programs that support partner marketing objectives.

Major responsibilities of the position are as outlined below, but are not limited to the following:

- Work with ad agencies and vendors to localize, execute, and monitor advertising campaigns
- Manage paid and organic social marketing programs (YouTube, Twitter, LinkedIn)
- Work with PR agency to manage seasonal tactics, manage Sponsorships and Donations
- Assist with executing Trade Shows and Events
- Work with Account Managers to develop and execute innovative and impactful marketing programs for channel customers
- Manage marketing programs and budgets to plan, including monthly budget reconciliation
- Market and Competitive intelligence gathering and reporting

### **Job Requirements:**

The successful candidate will possess the following qualifications:

- University or College degree in Marketing, Communications, or a related discipline
- 5+ years of related experience, preferably with a technology company
- Experience in developing and executing activities in the context of a strategic plan
- Experience with the effective use of YouTube, Twitter, and LinkedIn
- Strong team player, self-motivated, proactive thinker, flexible and adaptable
- Highly organized, able to prioritize multiple projects effectively and work independently in a fast-paced environment
- Proficiency in MS Office (Word, Excel, PowerPoint)
- Bi-lingual in French and English an asset

Terms of employment – One Year Contract

Only qualified candidates should submit their resumes quoting Marketing Coordinator in the subject line to: [hrcanada@ea.epson.com](mailto:hrcanada@ea.epson.com).

Please include your salary expectation.

We thank all candidates who apply, however, only those selected for an interview will be contacted.