



Product Marketing Engineer

Toronto, ON

About Northern Light Technologies (NLT)

Northern Light Technologies is a pioneer in safety and productivity technologies for the mining industry. Since 1984, NLT's mission has been to make mines safer and more efficient. NLT is a turn-key partner in the design, deployment, and support of scalable technologies that will change the way mines communicate, collaborate, and operate. As NLT transitions into its next generation of networking enabled solutions for hard rock mining and tunnelling, NLT will require the right team to help accelerate its growth.

Position Summary

NLT is looking for a Product Marketing Engineer to lead its marketing efforts, support the sales team, and drive the company's market development activities. The successful candidate will manage NLT's inbound and outbound marketing efforts. The position requires someone who is technical but has an interest in strategy and business development.

Duties and Responsibilities:

- Build and execute a yearly strategy to foster creation of qualified sales leads, conversion of leads, and ultimately revenue growth for the company
- Own the Product marketing development and implementation roadmap.
- Own and manage all marketing materials and assets.
- Drive the creation of new marketing assets, either in-house or through third party contractors. Deliverables include:
 - Presentations
 - Web-based copy
 - PDF and other media collateral materials such as data sheets, application notes, case studies, project profiles, and other product information.
 - Graphical content
 - Video content
 - Text and email content
 - Product demonstration content
- Manage NLT social media presence (LinkedIn, Twitter, and other channels).
- Execute marketing campaigns on multiple channels.
- Work with cross-functional team members to plan and execute a successful trade-show schedule.
- Author and submit whitepapers and content to industry publications and other relevant channels.



- Enable sales staff with stories and collateral to showcase NLT. Work with NLT stakeholders to push out created assets.
- Gather feedback from customers, distributors, salespeople, and other stakeholders to ensure correct messaging and positioning of roadmap products.
- Maintain knowledge of competitive environment, market trends, technology trends, and company position.
- Manage and monitor marketing analytics (e.g Google analytics/Hubspot)
- Product training, orientation, and onboarding of new employees.
- Assist in sales opportunities by performing webinars and customer presentations when called upon.
- Front-line response to leads for networking products
- Maintain relationships with NLT Sales Staff, NLT Distributors, NLT R&D, and other stakeholders.
- Administer CRM Suite, Marketing software, and customer collateral library.

Qualifications:

- Recent Graduate with a Bachelor of Engineering degree in Engineering Physics, Electrical Engineering, Computer Engineering, or related field.
- 1-3 years' experience as an Applications Engineer, Project Engineer, or Technical Customer Support within IT, Industrial Automation, or Control Systems Integration.
- Must have excellent interpersonal, communications, and presentation skills.
- Experience with technical writing and technical storytelling.
- Knowledge of web administration and WordPress.
- Ability to travel with no restrictions.

The ideal candidate will also have experience in:

- Field or inside sales experience of electronics or other technology products an asset.
- Mining experience or knowledge an asset.
- Marketing experience an asset.
- Experience with Adobe tools or related tools an asset.
- Knowledge of Hubspot (CRM, Marketing, Inbound) an asset.
- Knowledge of Google tools (Adwords, Analytics, etc.) an asset.

How to Apply

Our online application will give you the option to apply to this role as a complete candidate and not just a resume.

Apply at: <https://www.fitzii.com/apply/33329?s=fc>