

Position Type: Marketing Lead

Description: Level of role and title offered will depend on experience

Location: Ottawa, Ontario, Canada

### **About Arkalumen**

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Arkalumen designs and manufactures intelligent LED controllers and custom LED modules for light fixture manufacturers in order to enable energy efficient and feature rich lighting solutions. For over 10 years, Arkalumen has focused on Simple, Flexible, Cost Effective solutions that enable highly differentiated fixtures to be launched in commercial, industrial and residential markets. With 30+ patents, Arkalumen has a history of driving innovation within the lighting industry and is proud to push the limits of what lighting can be in applications such as education, healthcare, film and horticulture. The vision of Arkalumen is a world in which intelligence and sustainability are designed into every illumination experience.

### **Duties and Responsibilities**

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- Working with the leadership team in the development of the company's branding and marketing strategies
- Implementing the branding and marketing strategies for the company in line with company objectives
- Creating content for and coordinating publication of all marketing material, including digital (website, social media, email newsletters, etc) and print (brochures, trade magazines, etc)
- Working with external contractors to develop video content in line with the company's branding strategy
- Coordinating activities in order to exhibit the company's products at key industry trade shows
- Measuring and reporting on the performance of all marketing initiatives
- Leading market research initiatives including maintaining an understanding of the strategic positioning of the company's products relative to competitors
- Tracking marketing driven sales opportunities and ensuring proper execution for success
- Communicating with strategic partners, government agencies and other key stakeholders as required

### **Skills and Qualifications**

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Candidate must have:

- Graduated with a business degree with a focus on marketing or equivalent industry experience
- 2+ years of marketing experience relevant to a technical product line
- Proven experience in digital marketing, including search engine optimization
- Proven experience developing marketing content for technical products

- Strong creative outlook
- Excellent written and verbal communication skills
- Demonstrated leadership, project management and problem solving skills
- Working knowledge of Microsoft Office software including Word, PowerPoint and Excel

Additional qualifications (considered to be an asset) include:

- Experience using data analytics to drive a marketing strategy
- Experience in branding using online video content
- Experience as a sales lead for a technical product line
- Understanding of the lighting industry and LED technology in particular