

Marketing Specialist

Rutter Inc. (Est. 1998) delivers world-class technologies to enhance safety, security and efficiency through its *sigma S6* and *WaMoS® II* products. Rutter is a privately held global enterprise, providing innovative radar technologies and engineering solutions to multiple sectors including marine operations, oil and gas, and defence. We are currently seeking a **Marketing Specialist** to join Rutter's Sales and Marketing team in St. John's, Newfoundland.

Primary Duties and/or Responsibilities will include, but are not limited to:

- Prepare and maintain Rutter sales literature including product brochures and system descriptions
- Develop white papers highlighting customer use cases and technical capabilities of Rutter products
- Conduct media relations outreach activities including preparation and editing of media materials such as press releases, backgrounders, and fact sheets.
- Prepare content for Rutter's website; including copy, graphics and video
- Maintain Rutter's social media presence through the use of YouTube, Twitter, LinkedIn and other social media outlets
- Maintain internal sales documentation such as:
 - Dealer and representative lists
 - Quote templates
 - Pricelists
 - Reference lists
- Prepare content concepts for trade exhibitions and co-ordinate with communications contractors for production
- Co-ordinate with trade exhibition organizations to facilitate Rutter's participation in trade events
- Conduct market research for Rutter's products and new product introduction

Preferred Qualifications and Experience Requirements:

- Completion of a post-secondary program in Communications, Business, Marketing or equivalent
- Strong analytical, problem solving and decision making skills
- Strong writing skills
- Strong creative skills
- Experience with graphic design and social media
- 3+ years of industry experience would be an asset
- Experience in trade show / event management would be an asset

This position is based in St. John's, NL. Rutter Inc. offers a very competitive salary and comprehensive benefits package, which includes profit sharing through a progressive bonus system. This is an exceptional opportunity for professional growth within a global enterprise. We thank all candidates for their interest; however, only those selected for interviews will be contacted. Rutter Inc. is an equal opportunity employer.

Please forward your résumé (in confidence), quoting the job title to by Tuesday, June 18, 2019 to:

Rutter Inc.
Attention: Human Resources
30 Hallett Cres, Suite 102
St. John's, NL, Canada
A1B 4C5
Email: careers@rutter.ca

www.rutter.ca

