



Product Marketing Manager

Victoria, BC

On behalf of our client, **FTS Forest Technology Systems**, we have an exciting opportunity for an energetic Product Marketing Manager to join their Product Management team. The Product Marketing Manager develops, manages and communicates FTS' brand, product and service messaging to their global B2B and B2G markets. This role will allow you to work closely with product management, sales, service, business development and senior management.

Do you enjoy copywriting, media production, and creating sales collateral? Are you excited to be creating unique digital content, preparing presentations that are engaging, and managing social media and email marketing? Does the idea of working as the subject matter expert and content developer in the trenches, while leading FTS' marketing agency in design, layout and finishing activities appeal to you? If you answered yes, keep reading!

Our Ideal Candidate:

- Bachelor's degree in marketing or product marketing or related degree, with 3 to 5 years recent, related experience.
- A technical background preferred.
- Pragmatic Marketing certification preferred.
- Experience developing content as the subject matter expert.
- Experience coordinating exhibitions at tradeshow and conferences.
- Energetic, enthusiastic and positive,
- Compelling written and verbal communicator with strong relationship building skills.

Ideally (but not absolutely required) you also bring experience with:

- Experience with WordPress, SEO, social media and webinar tools an asset.
- Familiar with JIRA, AdWords, webstore, Salesforce and Stripe online payments an asset.
- Experience with channel marketing.

Please see the *Job Description* to learn about the finer details of this position.

About FTS:

FTS - Forest Technology Systems Ltd. is a world leader in the design, manufacture and service of rugged, easy-to-use, environmental monitoring systems that help monitor the world's remote natural environments. FTS is a growing, privately-held Victoria-based company committed to industry leading excellence in our industry.

FTS develops, manufactures and sells data loggers, data collection and analysis software, sensors, and telemetry systems for remote sites that do meteorological, hydrological and fire/weather monitoring. Our mission is to make our customers successful in their efforts to monitor, record and analyze changes in the natural environment.

FTS offers a rewarding work environment with like-minded professionals, an excellent post-hiring training program; and a competitive salary with an excellent benefits package.

How to Apply:

Qualified applicants are encouraged to apply in confidence to careers@tallsky.ca with a resume and covering letter that includes your salary expectations and indicates how your education and experience meet the requirements of this position.

We thank all applicants who apply; however only those selected for consideration will be contacted.