



Position Name: Marketing Coordinator
Reports to: Marketing & Communications Manager
Division or Department: Marketing

Lumenera Corporation, headquartered in Ottawa, Canada, is a leading developer and manufacturer of high performance digital products and solutions. Lumenera cameras are used worldwide in a diverse range of industrial, scientific and security applications, such as machine vision, medical research and homeland security.

Lumenera's swift response to market requirements combined with its advanced design, manufacturing and marketing capabilities has enabled the company to quickly establish itself as a market and technology leader in the markets it serves.

We have enjoyed much success in our recent past - receiving awards from OCRI for 'Technology Company of the Year', Ottawa Business Journal's 'Fastest Growing Company', and 'Exporter of the Year' from the Greater Ottawa Chamber of Commerce. To learn more about our accomplishments please visit the News & Events section of our website at www.lumenera.com.

Lumenera is a wholly-owned subsidiary of Roper Industries Inc. [NASDAQ – ROP]; a diversified industrial company that produces engineered products for niche markets. Lumenera leverages Roper and its affiliates, further expanding our reach with access to their global supply chain.

Lumenera is seeking innovative and enthusiastic individuals to join our team, who will help us drive next generation products and achieve corporate goals. Are you ready to make a difference in the world of digital imaging?

Objective:

Lumenera is seeking a dynamic, detail oriented Marketing Coordinator for a 1 year contract, with the possibility of transitioning to a full-time position. Working with the Marketing & Communications Manager, the major areas of focus for this role will be planning turn-key events, writing copy for customer-facing media, assisting with media relations including writing press releases, drafting and distributing quarterly newsletters, and updating Lumenera's website. The successful candidate is a solid communicator with exceptional writing, presentation and interpersonal skills. We are looking for an enthusiastic, energetic and creative person who has very strong prioritization and multi-tasking skills, is outstanding at implementation, and has the proven ability and drive to bring projects in on time and within budget.

Job Summary:

- Assist in the execution and delivery of lead generating marketing initiatives in accordance with company objectives.
- Coordinate logistics for corporate events including tradeshow, conferences and partner training, on time and within budget.
- Write and edit marketing materials and sales support tools for online and print initiatives. This includes but is not limited to: datasheets, webinars, brochures, web copy, press releases, application stories, and presentations.
- Manage, draft, layout and distribute three quarterly newsletters promoting Lumenera's product offerings and services.
- Make weekly updates to Lumenera's website as well as product listings on external sites.

- Lead and database management – process all leads from tradeshow and web newsletter subscribers, including data entry, tracking, and providing reports to stakeholders.
- Coordinate print production and distribution of marketing materials.
- Research and order promotional items for events and promotions.
- Work closely with external marketing suppliers such as graphic designers and I&D companies.
- Additional projects as assigned by the VP Marketing and the Marketing & Communications Manager.

Job Requirements:

- Completion of post secondary education in a related discipline; preferably marketing, communications or sales.
- A minimum of three years hands-on industry experience in a hi-tech marketing, hi-tech events coordination role and/or hi-tech media relations/marketing writing position.
- Exceptional written and verbal communications skills in English, including grammar, editing and proofreading.
- Ability to multi-task and manage multiple projects under pressure in a deadline driven and changing environment.
- Capability to assess problems, consider alternatives and select appropriate course of action.
- Self motivated, dedicated team player with the ability to take initiative.
- The ability to prioritize and work independently is essential.
- Accuracy and attention to detail is a must.
- Excellent knowledge of MS-Office, Excel, Outlook, Word, and PowerPoint as well as CRM tools.
- Effective time-management, tracking, follow-up and reporting skills.
- Highly organized, productive, efficient, accurate, process driven and detail oriented.

Interview Requirements:

The ideal candidate must have a writing sample or portfolio to present during the interview, as well as sample events plans.

Assets:

- Experience with SalesForce and Got Marketing
- Knowledge of digital cameras and the imaging industry
- Experience with web and graphical layout applications(Dreamweaver, Illustrator, Quark Xpress, InDesign)
- Experience working in Media Relations and/or writing copy for marketing initiatives

Working Conditions:

The incumbent will be required to work at a computer workstation for several hours at a time.

Compensation and Benefits:

Lumenera offers competitive salaries that are commensurate with experience. For this position, it will be comprised of a base salary.

We have an established Joint Health & Safety Committee as well as a Social Committee, which are both comprised of volunteer members.

All pre-approved business related expenses will be reimbursed to the employee.