



Technical Marketing Manager Systems AV/IT Employment Opportunity

REV. 07/2022

Title: Technical Marketing Manager System AV/IT
Reports to: Director of Brand Management
Department: Supplier Management Team

SFM provides an equitable, inclusive, and growth-focused environment for our staff, and we are looking to hire motivated individuals to join our team!

Why Choose SFM?

At SFM, you'll get to play a part in a stimulating industry that sits at the intersection of art, communication, and technology. You will be surrounded by a team of passionate people that instill everything they do with a contagious vigor. Join our team to learn and contribute to an industry going (and growing) through a transformation where modernization and diversification are key to our success. So, if you're keen to be heard and empowered, grow your skillset, and are ready to roll up your sleeves and have fun, reach out to us!

What You'll Have at SFM:

- Progressive, flexible work arrangements with benefits such as:
 - A company-wide 4-day work week—a first in our industry
 - Hybrid work model
 - Flex-time arrangements
 - 30-day per year allowance to work from anywhere, globally
- Car charging stations on premises.
- Discounted employee pricing on products from the brands we distribute.
- Extended health benefits.
- A place at an organization that has perennially achieved status among Canada's Best Managed Companies.

Job Statement

We're hiring for a Technical Marketing Manager System AV/IT to join our Supplier Management Team.

As a Technical Marketing Manager you will have the unique opportunity to work with the Category and Brand Managers to translate their vision (or strategy/ideas) into digestible ideas for the marketing team to execute. Key to success is understanding both the product category and the end-user needs. This entails building case studies, understanding the competitive landscape, and helping to differentiate SFM from its competitors.

Responsibilities

- You are a creative thinker that can generate innovative technical marketing ideas and work cross-functionally with the brand, sales, and marketing team to drive execution.
- Work with category managers, brand managers, and marketing to package and deliver SFM offerings.
- Identify different segmentation based on audience behavior, demographic, geographic, etc.
- Develop positioning and messaging content based on technical information and translate it into more customer-friendly-speak.
- Create presentations, white papers, videos, blogs, articles, etc. to properly communicate the value and differentiation of our product lines.
- Partner with the marketing team to ensure technical content is effectively used in marketing programs to drive demand, and convey the value proposition to both end-users and channel partners.
- Deliver content appropriate throughout the customer journey.
- Dynamic, confident personality with the ability to successfully define and drive project execution with minimal guidance amidst multiple priorities and goals.

Qualifications

- University Degree in IT, Marketing or related field.
- Strong technical mindset and understanding of AV/IT, signal flow & gain structure, conferencing microphone & voting systems, sound reinforcement, DSP, Paging systems, Voice & Video over IP standards, soft conferencing applications, control systems, and other industry standards.
- Good marketing acumen, leadership experience, and the ability to interact with stakeholders across the business.
- Storyteller who is able to translate complex technical concepts into customer-friendly language and concise value propositions.
- 4-5 years in a similar role.
- Strong presentation skills.
- Excellent French and English language skills (both verbal & written).
- Ability to take the initiative, think critically, be innovative, and solve problems.
- Team player.
- Excellent time management and organizational skills.

What We Do

SFM is an award-winning* and industry-leading distributor and go-to-market service provider for the pro audio, musical instrument, live entertainment, and media production industries. This means we help ensure that inspiring brands like Shure, QSC, Pioneer DJ, Moog, and Casio are well represented in the Canadian market. Our company began over 40 years ago with a passion for the music industry and commitment to our staff and customers, and this continues today. We owe our success to an innovative and flexible approach, as well as the strong connections we build with the people we serve. SFM provides an equitable, inclusive, and growth-focused environment for our staff, and we are looking for highly motivated individuals to join our team!

If you have these qualities and would like to join our team, we'd love to hear from you! Simply [upload](#) your CV or send it by [e-mail](#). If this position isn't for you, and you know of someone who would be interested, we invite you to forward this position to them.



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SFM has been awarded **Canada's Best Managed Companies, an internationally recognized and leading business management award by Deloitte for four consecutive years running.*