

Product Marketing Associate (B2B)

Are you an outgoing individual who has strong relationship building skills? Do you also possess superior communication skills? As the Associate Specialist, you will be the expert on the Production Printing Portfolio and will be engaged with launching products to the Canadian market, enabling Sales and marketing teams to sell and promote our portfolio.

Key Responsibilities

- Define and coordinate local launch for new PPSG products and/or upgrades in the Canadian marketplace
- Advise the Marketing team on topics important to customers and/or prospect base, related to the use of our products, in order to determine effective marketing tactics
- Develop and provide quality content to support marketing and sales campaigns
- Coordinate RFPs with Sales teams and other stakeholders in order to facilitate delivery of accurate, professional and timely responses
- Gather market and competitive intelligence in order to help develop appropriate strategies, programs, and tactics to drive business
- Prepare presentations for exec management on product roadmaps, marketshare and future projections and present the same, when required

To Succeed, You Will Have

- Post Secondary education in a related field is preferred
- 2-3 years of related work experience is required
- Superior analytical skills to analyze sales database to determine potential sales opportunities, analyze marketing programs and current trends to determine future programs
- Advanced equipment operation skills are required to operate PPSG product line
- Strong project and process management skills
- Excellent computer and technical skills with a focus on Adobe Creative Suite; Microsoft Excel and Powerpoint
- Ability to balance multiple tasks and projects simultaneously
- French is considered an asset

Come and join our team and reap the rewards as we work to take Canon to the next level!

We offer competitive compensation, comprehensive benefits, exceptional growth potential and stability, all within a casual and professional work environment.

While we appreciate all applicant submissions, only those considered to be most qualified will be contacted for further assessment.

Canon Canada Inc. is proud to provide accommodation(s) during the recruitment process. Should you require any accommodations, please indicate this on your application/cover letter and we will work with you to meet your accessibility needs. For any questions, suggestions or required documents regarding accessibility in a different format, please contact us via email at accessibility@canada.canon.com or via phone at 1-855-531-3850 or 905-863-8713

Since 1973, Canon Canada has been the leading provider of consumer, business, professional and medical digital imaging innovation. Technology continuously changes, but our vision and commitment to delivering exceptional solutions and great customer experiences never does.

Headquartered in Brampton, Ontario, with 12 additional offices across the country, Canon is the preferred choice

for technology and services that enhance the lives of people and drive business performance. We are committed to the highest level of customer satisfaction and loyalty, and provide 100% Canadian-based service and support for every product we distribute.

Every day our team comes to work excited to tackle real-world challenges, conceive new ideas and develop groundbreaking, innovative solutions — to make a difference for our customers, our business partners, our colleagues and our company.

We're proud of the difference we make for our customers and our business partners, and in the communities where we live and work.