



## **Sales and Marketing Coordinator**

Input Capital Corp. is a rapidly growing innovator on the western Canadian agriculture scene. While the company is only four years old, we've already raised over \$110 million from investors and have a market capitalization of about \$200 million. We're based in Regina, Saskatchewan, and are listed on the TSX Venture Exchange under the symbol INP.

Input Capital is looking for a sales and marketing coordinator. You may be the ideal candidate if you are energetic and eager with a 'can-do' attitude that is known for getting things done. You will work closely with the Director of Sales and will be involved in various sales and marketing endeavours that will give you hands-on experience in a wide variety of tasks. If you have a knack for multitasking and are a proactive, self-starting individual that can prioritize and think ahead, you may be a fit. Since we are in the Ag industry, having a background in farming and the business of farming will be a definite asset, as will being able to drive a pick-up and pull a trailer in conjunction with trade shows.

Key responsibilities include:

### **Sales Coordination**

- Following up with sales leads to ensure accuracy of information for Regional Account Managers
- Developing and maintaining various sales lead databases
- Assisting our out-of-market Regional Account Managers with internal Head Office processes
- Arranging travel and accommodations for sales team
- Providing support in various capacities to Director of Sales and Regional Account Managers
- Report generation

### **Marketing Coordination**

- Coordinate and implement the trade show program as instructed by Director of Sales
  - Maintain the calendar and files of all the shows that we are involved in, and potential shows
  - Coordinate booth location(s), rentals, show involvement details
  - Maintain our trade show materials
  - Load, unload and pull the trade show trailer to various shows throughout the prairies
  - Trade show booth set up, preparing for the booth for the sales team
  - Attend and work the trade shows as determined by the Director of Sales
- Help to assist and coordinate the execution of traditional advertising media
  - Radio
  - Outdoor
  - Print
  - Direct mail
  - Brochures and other marketing material
  - Corporate give-aways and apparel
- Digital and Social media
  - Ongoing audit of our digital media vehicles for accuracy and timeliness
  - Coordination of website updating and social media updates

Preference will be given to an individual who possesses:

**Experience & Skills**

- Creative thinking
- A great eye for what looks good
- Although a working knowledge of social media is important, this is not our main focus
- Grew up on a farm or worked on a farm
- Must be able to lift heavy items and if necessary carry items over a distance
- Pulling and back up a cargo trailer in tight spaces
- Comfortable with long hours of driving
- Outgoing and social
- Strong communicator
- Working with a budget and keeping record of spending to budget

**Education**

- Life and experience are the best teacher, but any marketing or agriculture education won't hurt. A degree in Marketing may help you succeed in this role.

**Attitude**

- You need to be flexible and adaptable, and willing to work longer hours when the need arises. This is a salary position with the understanding that the schedule is not typical and does not pay overtime
- You love being on the road and don't mind staying in motels for days at a time
- Self-motivated and eager to learn
- Enjoy assisting others and enthusiastic to get the job done
- You should enjoy your work and have a good sense of humour

**Location**

- Head office, Regina, SK

**Compensation**

- Although is an entry-level position the base salary will be considered with your experience
- Benefit Plan
- Travel expenses paid by the company

This is a head office-based position requiring frequent travel. You will need the willingness and ability to travel throughout the prairies and ability to be away from home for up to a week at a time. Most of the travel dates that require multiple overnights will be known ahead of time.

If you fit the profile above and love talking to farmers about farming, you should consider applying for this position. Please submit your cv/resume via email to [gary.wilson@inputcapital.com](mailto:gary.wilson@inputcapital.com)

The deadline for applying for this position is August 31, 2016.