



### **Field Marketing Specialist, West**

Blum is a family-owned company that specializes in manufacturing superior quality hinge systems, drawer runners and lift systems that enhance user convenience in the kitchen and other living areas. Blum Canada is a subsidiary of Julius Blum GmbH, established and incorporated in Canada since 1978.

#### **WE**

- ... Value experience.
- ... Appreciate a structured way of working – you have strong presentation, organizational and time management skills.
- ... Provide opportunities for personal development – you are enthusiastic about extending your skills.
- ... Provide with excellent benefits package and RRSP matching contributions.

#### **YOU**

- ... Will work collaboratively with the Senior Management in Sales, Product Management, and Sales Team Leaders to drive long-term growth and profitability through smart decision making at all stages of the sales and marketing process.
- ... The Field Marketing Specialist shall manage relationships, promote the Blum brand, and specifications with interior designers at architect and designer (A&D) firms, independent design studios, cabinet manufacturers and cabinet distributors.
- ... You will execute Blum Canada's experiential marketing strategy including field marketing, brand activation and event marketing, to target segments and personas in the field.
- ... You will drive the field execution of corporate brand initiatives including 'Moving Ideas' and 'Inspirations' and be Blum Brand Ambassadors to external stakeholders within their sales regions.
- ... Appreciate a collaborative way of working in a team or project-based approach, where respect and organizational benefit surpasses individualistic ways.



## **LET US TALK ABOUT YOUR ROLE SPECIFICALLY**

### **SPECIFICATIONS AND DEMAND GENERATION**

- Drive preference for Blum products by building relationships with Interior Designers and Spec Writers at A&D firms, design studios, cabinet distributors and cabinet manufacturers. Actively track projects in the early design stages in order to influence specification decisions.
- Conduct seminars, presentations, and product demos to educate interior designers and specifiers about Blum products and their value proposition. Collaborate with the sales team to ensure specifications realised are translated into actual sales during project execution.
- Build a database of upcoming projects still in the early design stages, identify the relevant designers and decision makers for the projects, and provide specification consultancy, support, and technical assistance in selecting and specifying appropriate Blum products for the projects.

### **FIELD MARKETING**

- Plan, organize, and execute in-person events, experiences and campaigns to designers and cabinet makers to activate the Blum brand, build brand awareness and generate leads. Events include Blum experience days, showroom tours, roadshows, kitchen test-drives, and more.
- Deliver engaging brand presentations to customers at shows and events. Use face-to-face customer interactions and product demos to provide hands-on experience of Blum solutions.
- Create impactful brand experiences at our showrooms, distributor, and OEM locations to showcase Blum innovations and allow customers to experience Blum solutions firsthand.
- Take Blum's innovations on roadshows to reach our target audience in their locations. Participate in industry events to connect with professionals and showcase Blum's offerings.
- Incorporate innovative and creative ideas in our events to differentiate them from competitors. Maintain an updated event pipeline, from planning to post-event follow-up. Manage event planning and logistics including marketing collateral and organizational details.

### **CORPORATE BRAND INITIATIVES**

- Collaborate with Blum Canada and global marketing teams on brand initiatives including 'Moving Ideas' and 'Inspirations.' Drive their field execution to engage our target audiences.
- Serve as Blum brand ambassadors and represent Blum Canada at industry associations, trade shows, and educational institutions. Support our sales teams on brand-related topics and collaborate closely with them to align field marketing activities with sales objectives.
- Other duties may be assigned as necessary to help fulfil our mission and objectives.



## QUALIFICATIONS

- Bachelor's degree in marketing, Business, or a related field.
- 5+ years field marketing experience in hardware, technical products, consumer durable goods or related industries with a focus on specification sales and marketing.
- Good understanding of the A&D and Interior Design industries. Prior related experience is valuable.
- Experience in event planning and field marketing is valuable.
- Excellent communication (verbal and written) and presentation skills.
- Ability and willingness to travel as required for events and road shows.
- Comfortable working with CRM, marketing tools, platforms, and analytics software
- Ability to collaborate and work well in a team environment.
- Adapts to changing trends, thinks creatively, and produces innovative ideas and solutions.

Travels 60% in the Western provinces supporting British Columbia, Alberta, Manitoba and Saskatchewan. This position is based in Vancouver, BC.

Blum Canada is an equal opportunity employer dedicated to building an inclusive and diverse workforce. We will provide accommodations during the recruitment process upon request by emailing the [hr.ca@blum.com](mailto:hr.ca@blum.com)

Please submit your application to [hr.ca@blum.com](mailto:hr.ca@blum.com)

**Be a part of a culture that fosters growth, diversity, and inclusion.**