



ARC'TERYX

Arc'teryx Equipment Inc.

A leading designer and manufacturer of innovative high-end technical designs  
for performance outdoor equipment and clothing.

---

## **Alliance Marketing Specialist – North Vancouver, BC, Canada**

Arc'teryx is an energetic and exceptionally innovative company, with over 400 employees. Our ongoing success stems from an uncompromising passion to continuously challenge, and radically improve, the status quo. At the foundation of our organization is a dynamic team of exceptionally talented, fun, and active people.

Our modern head office is located on Vancouver's picturesque North Shore, near the Second Narrows Bridge. We promote a causal and fun work environment that supports and encourages work-life balance. We also have plenty of parking, a bike room, indoor staff bouldering gym, frequent summer BBQs and other events, as well as a great employee discount.

We are seeking an outgoing, creative person with a passion for outdoor sports and outdoor equipment to join our team as Alliance Marketing Specialist. As Alliance Marketing Specialist, you will develop and implement strategic marketing and education programs with our key dealers and major suppliers for Arc'teryx' North American market.

### **Ideally you will have:**

- Post-secondary education in Marketing or Sports Marketing, or equivalent experience
- Active participation in outdoor activities we make products for
- Outdoor Industry retail experience
- Ability to travel
- Excellent communication and interpersonal skills, including public speaking experience in English
- Effective problem solving skills with a positive, can-do attitude
- Ability to multi-task and constantly prioritize
- Outgoing, enthusiastic, and inspiring demeanor with creative and innovative thinking skills
- Demonstrated project management, planning experience and creative marketing ideas
- Intermediate to advanced Microsoft Office Skills



ARC'TERYX

Arc'teryx Equipment Inc.

A leading designer and manufacturer of innovative high-end technical designs  
for performance outdoor equipment and clothing.

---

**Your responsibilities will include (but are not limited to):**

- Devising, developing, implementing, and managing creative cooperative marketing programs and coordination of events with both Product and Dealer partners, as well as other corporations
- Managing our cooperative marketing program, identifying and implementing cooperative marketing opportunities that demonstrate positive results and ROI
- Working with the Director, Brand Marketing and other marketing teams (such as web, CRM, etc.) to develop communications strategies and planning for core customer groups
- Developing online and sales rep. training programs for retail staff and consumers
- Managing budget, external communication of key events, partnerships, etc. with public relations companies
- Devising and strategizing dealer events and attendance of these events with contractors and partners
- Facilitating and conducting research return on investment of all programs
- Working with dealers to develop and distribute P.O.S. programs
- Performing public speaking duties and conducting technical training clinics to large audiences
- Assisting when necessary with events and athlete product requisitions

If this sounds like you, then please apply by forwarding your resume and cover letter in PDF or Word format to [hr@arcteryx.com](mailto:hr@arcteryx.com). It is important to quote "**1004-AMS-web**" in the subject line of your email.

***Arc'teryx is an equal opportunity employer.***

You can expect an email acknowledging the receipt of your submission within 5 days of your initial correspondence.

Thank you in advance for your interest in Arc'teryx.