

Graduate Transition Initiative (cohort 2) – Technical Sales & Solutions Specialist

Instrumar · St. John's, Newfoundland and Labrador · Full-time

About the Role

Instrumar helps the world's leading fiber producers improve quality and productivity through the Instrumar Fiber System — an advanced, data-driven monitoring technology deployed in production facilities around the world. As our Technical Sales & Solutions Specialist, you are the commercial face of Instrumar: you find and win new customers and grow our relationships with existing ones. You'll prospect for new opportunities, follow up on leads, run demonstrations, write proposals, and represent Instrumar at trade shows — connecting fiber manufacturers with a technology that turns their plant data into better quality, productivity, and safety. This is a customer-facing, sales, and growth driven role for someone who loves building relationships, understanding customer challenges, and translating technical value into closed deals. You'll partner with our technical team to make sure every customer gets the right solution, while keeping the commercial relationship and revenue growth at the centre of what you do.

Responsibilities

1. Identify, research, and qualify prospective customers, and follow up on inbound leads and enquiries to build a healthy pipeline of new opportunities for the Instrumar Fiber System.
2. Lead discovery conversations with prospective customers to understand their production and quality challenges, and position how the Instrumar Fiber System can solve them.
3. Deliver product demonstrations and technical presentations that connect each customer's goals to the value of the Instrumar Fiber System.
4. Prepare and present compelling proposals and quotes, and manage opportunities through the sales cycle to close, in partnership with our sales leadership and technical experts.
5. Represent Instrumar at trade shows, conferences, and industry events to generate new leads, raise our profile, and build relationships with potential customers.
6. Maintain accurate records of your activity and pipeline in our CRM, contribute to team sales targets, and provide regular updates and forecasts to sales leadership.
7. Grow existing accounts by helping customers realize the full value of the Instrumar Fiber System and the data it produces — driving adoption and uncovering opportunities to expand across additional production lines and facilities.
8. Gather customer and market feedback to sharpen our sales approach and share product needs with Instrumar's teams.

Requirements

1. Post-secondary degree or diploma in business, technology, or engineering. Per program eligibility, completion of the program must be from a recognized NL institution.

2. A genuine interest in sales and business development, with the drive to pursue prospects, follow up on leads, and build a pipeline of opportunities.
3. Excellent communication (verbal and written) and interpersonal skills, with the ability to explain technical concepts clearly to both technical and non-technical audiences.
4. A customer-first, consultative mindset and a genuine interest in building long-term relationships and helping customers succeed.
5. Strong interest in using data and analytics to understand customer problems and articulate value.
6. Ability to translate customer requirements into proposed solutions.
7. Willingness to travel to customer sites, trade shows, and industry events, including internationally, as required.

Considered an asset

- Prior sales, customer service, or other customer-facing experience.
- Familiarity with industrial plant operations, sensor technologies, or industrial computers/PLCs.
- Comfort reading technical specifications or schematics, and experience with applied math and statistics (e.g., regression analysis).
- Familiarity with CRM software.

What You'll Bring

- A passion for creativity, ingenuity, and problem solving to help turn data into insights.
- A strong sense of individual ownership and accountability, and a results-oriented mindset.
- A firm belief in the importance of collaboration, trust, and support in working with a team.
- An enjoyment of helping others and an appreciation of the value of building long-term relationships.

About the Program

This position is funded through the Graduate Transition Initiative, delivered by techNL and the Department of Jobs, Growth and Rural Development. The initiative provides support to eligible companies that hire recent graduates into software development and tech sales roles, providing meaningful early-career experience while supporting long-term growth in Newfoundland and Labrador's tech sector.

Eligibility

- Ability to work full-time in Newfoundland and Labrador starting July/August 2026.
- Legally entitled to work full-time in Newfoundland and Labrador.
- Completion (within the past two years) of a minimum one-year post-secondary or skills-training program at a recognized NL institution (e.g., MUN, CNA, Keyin College, Get Building, etc.).

- Not currently enrolled as a full-time student.

How to Apply

Eligible graduates who have completed post-secondary education within the past two years are encouraged to apply. To apply, please send your resume and a brief cover note to careers@instrumar.com.