



Marketing Manager

Here is your opportunity to be an integral part of a BC based natural foods brand that is experiencing tremendous growth across North America. Naturally Homegrown Foods Ltd. is a premium snack food company based in Surrey, BC. We produce all-natural potato and root vegetable chips under the Hardbite™ brand name. For more information on our company, please visit us on our Facebook page, Instagram (@hardbitechips), Twitter (@Hardbite), or Website (www.hardbitechips.com).

Due to our growth, we have an opening for a **Marketing Manager** based out of our head office in Surrey, BC. Reporting to the President, you will plan, develop, and execute marketing activities to help us achieve our objectives supporting our direct to consumer and wholesale channels, driving global brand awareness. We will give you the freedom to succeed and the satisfaction of being a key part of a dynamic team.

PRIMARY RESPONSIBILITIES:

- Lead development and execution of annual brand plans to meet sales and profit goals. Includes active monitoring of business fundamentals (pricing, distribution, and velocities)
- Lead articulation of brand positioning, product architecture, brand guardrails; ensure all activities support
- Provide input into brand innovation, specifically guiding delivery against unique brand proposition. Work closely with innovation to develop long-term innovation. Lead brand renovation efforts
- Lead agencies on strategy and creative development for fully-integrated marketing communications. Includes developing experiential marketing/PR/digital marketing plans to deliver efficiently on brand-building and buzz-generating objectives
- Partner with Sales to develop channel strategies and drive growth business at key customers, including implications for pricing and sizing, evaluate channel specific needs, identify business opportunities, and track new item distribution and performance
- Collaborate with internal research team to leverage research (historical and secondary) and insights (consumer and supplier research, trends) to drive business planning and brand actions and ensure continuous learning plan
- Lead the development and execution of product and packaging design plans including concept development, feasibility validation, product and packaging R&D, business proposal and approval, project execution, customer sell in and tracking of in-market performance
- Manage budgets and recommend in-year trade-offs needed to deliver category targets, consulting and aligning with equity/innovation on major shifts in spend
- Support tactical execution and resolution of escalated issues for the commercial plan
- Lead portfolio management efforts including SKU rationalization and resolution of ad-hoc product/package issues and opportunities
- Make category supply prioritization recommendations and participate in supply planning as needed
- Influence launch plans to deliver the P/L; deliver all innovation/renovation/commercialization projects from PDR through launch
- Lead trade shows presence – including collateral, property, look, and execution for key trade show events
- Manage digital marketing strategy across all platforms: web, app, social media (paid and unpaid)

REQUIRED SKILLS AND EXPERIENCE:

- 5-7 years consumer packaged goods marketing experience, preferably with experience in strategy and advertising campaign development as well as managing direct reports
- Experience in marketing and brand management, particularly in positioning, brand planning, P/L management, advertising and consumer promotions planning, execution and reporting, innovation and project management

- Articulates a compelling vision of success and maintains relentless focus on realizing it. Collaborates across the enterprise, effectively prioritizes and removes barriers and distractions that hinder performance
- Demonstrates strong understanding of and ability to balance needs of consumer, customer/retailer, operations, and finance. Able to mine data sources (Nielsen/IRI consumption, consumer research, and secondary reporting) for insights to drive brand planning, growth and annual plan achievement. Able to make data-driven decisions that balance long-term and short-term objectives to drive future growth
- Strong communication skills, particularly to senior leadership. Ability to lead with persuasion/influencing for results
- Working knowledge of the food and natural/organic industry
- Experience in established and emerging digital, consumer marketing, brand building strategies, tactics and tools
- Understanding of business planning and the ability to build bottom-up plans
- Ability to work exceptionally well in a team environment as well as to work independently
- Experience working in a high growth environment and ability to multi-task preferred
- Completed a university degree in marketing (or equivalent experience and/or education)
- Strong verbal, written, and listening communication skills
- Must be legally entitled to work in Canada

Naturally Homegrown Foods offers a competitive compensation package including a benefits package.

To apply to this exciting opportunity with Naturally Homegrown Foods Ltd., please e-mail your resume and cover letter outlining why you are interested in the role including salary expectations to careers@hardbitechips.com, referencing **“Marketing Manager 2018 01”** in the subject line.

We thank you in advance for your interest. Only selected applicants will be contacted. No phone calls please.

Application Closing: 5:00p.m., Wednesday, February 7th, 2018

Position Type: Permanent, Full-Time