

## Marketing Specialist

Reporting to the Brand Manager for the Dog Hard Goods and Bird & Small Animal categories, the Marketing Specialist is responsible for assisting in the creative process of global product development and the execution of marketing initiatives under the various brands.

Responsibilities include but are not limited to:

- Assist brand manager with product development activities and the implementation of marketing plans for multiple products within the Dog Hard Goods and Bird & Small Animal categories
- Lead and coordinate the execution of product packaging and marketing collateral
- Brainstorm and develop ideas for creative marketing campaigns
- Assist with new product launches including development of all communication and promotional materials such as sell sheets, in-store displays, POS, brochures, etc.
- Work closely with sales team on program development and implementation
- Collaborate with legal and regulatory teams to ensure packaging, marketing campaigns and materials are in compliance
- Develop all product and creative briefs for vendors and graphic designers
- Coordinate all aspects of photo shoots for packaging, website, price lists
- Manage status and scheduling of projects through continuous communication and follow-up with vendors, local and overseas
- Prepare product and pricing specification sheets for item maintenance set-up
- Produce reports for sku rationalization
- Point of contact for inquiries from global subsidiaries related to product/marketing information, images, specs, etc.
- Coordinate product samples, packaging from vendors for merchandising and trade shows
- Work collaboratively with teams across the company including Trade Marketing, Translation and Operations
- Research and identify market trends, competition

### Qualifications:

- Minimum 2-3 years of relevant marketing experience.
- B.Comm/B.A. in Marketing or related field or equivalent combination of education and/or experience.
- Thorough understanding of package design and marketing elements (including traditional and digital marketing).
- Extreme attention to detail and outstanding organizational skills.
- Ability to multi-task in a fast-paced, collaborative environment.
- Superior time-management and prioritizing skills.
- Working knowledge of market research, surveys and data analytics.
- Experience communicating with overseas vendors.
- Strong verbal and written communication skills in English with ability to present ideas and information clearly. Bilingualism an asset.
- Proficient in Microsoft Excel, Word, PowerPoint; knowledge of Cognos and Photoshop an asset.

If you are ready to take the next step in your career and you want to be part of a successful company, do not miss out on this opportunity; send in your CV today [hresources-can@rchagen.com](mailto:hresources-can@rchagen.com)

**We thank all applicants who apply, but only those selected for an interview will be contacted.**