



Trade Marketing Coordinator

You have a passion for consumer products and the pet food industry?
You're looking for a new challenge and you want to be part of a dynamic environment?

Join our marketing team! We want to hear from you!

The Trade Marketing division at Rolf C. Hagen Inc. is seeking a motivated and dynamic coordinator to join its team. Reporting directly to the Trade Marketing Manager, the Marketing Coordinator will assist in building and executing all key account promotional plans as well as the Trade Marketing initiatives such as in-store marketing materials, events and product launches.

Main Responsibilities:

- Work closely with the Trade Marketing Manager and sales teams to create key account promotions and implement associated plans to increase product sell-through in-stores;
- Assist in executing visual merchandizing solutions with all retailers to provide clear messaging to the consumer;
- Act as liaison with sales teams, reps and key accounts, supervising the creation of all promotional activities;
- Manage status of projects through continuous communication and follow-up with printers and other vendors;
- Coordinate requests for product / marketing information, images, specifications;
- Coordinate product samples and packaging from vendors for trade shows;
- Create sales reports and analysis as required by the Trade Marketing Manager;
- Develop sales sheets to support product launches including marketing communication points and specific product details for trade communication;
- Assist with new product launches including development of all communication and promotional materials such as in-store displays, brochures, etc
- Coordinate and follow up on various sponsorship agreements for our brands with the Trade Marketing Manager;
- Support in the creation and implementation of marketing materials for industry and company events.

Requirements

- Minimum 3-5 years of relevant marketing experience
- B.Comm/B.A. in Marketing or related field or equivalent combination of education and/or experience.
- Bilingualism
- Extreme attention to detail and outstanding organization skills.
- Superior time-management and prioritizing skills.
- Strong verbal and written communication skills with ability to present ideas and information clearly.
- Collaborative team player able to integrate with a diverse team full of opinions and ideas.
- Ability to work with external and internal partners.
- Proficient in Microsoft Excel, Word, PowerPoint.
- Knowledge of Adobe Photoshop an asset.

But most of all, we want you if you have:

- Excellent interpersonal skills
- A strategic and analytical mindset with a practical approach
- Ability to work both independently and as part of a team
- Can succeed in a fast-paced environment while under pressure
- Attention to detail and ability to handle and prioritize multiple accounts and multi-task

If you are passionate about taking 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 and cover letter today to hresources-can@rchagen.com

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