



**BROOKSIDE®**

## **BRAND MANAGER - MARKETING**

**Brookside Foods Ltd.** is a premium global confectionery company offering the finest chocolate covered fruit and nut products. Dating back to 1954, we are guided by our core values of quality, respect, integrity, responsibility and dedication to excellence in innovation. Headquartered in Abbotsford BC with a state-of-the-art manufacturing plant in St. Hyacinthe QC, the organization is poised for future growth.

Reporting to the Marketing Manager in Abbotsford BC, the newly created position of **Brand Manager – Marketing** will play a crucial role in the future growth and development of Brookside Foods in North America.

Bringing strong consumer packaged goods marketing experience, this position will work in close partnership with a dynamic Marketing team and cross-functionally with other internal departments to develop new products, trade and consumer marketing initiatives, sales collateral materials packaging and research projects.

### **Duties and responsibilities**

- Works collaboratively with relevant departments to manage existing product line as well as new product development with particular focus on packaging development, advertising and research initiatives.
- Creates and delivers sales and trade collateral materials such as sell sheets, merchandising/POS.
- Creates advertising materials and campaigns for sales channels.
- Prepares communications to sales department.
- Prepares creative briefs to external agencies and designers.
- Experience working with marketing budgets.
- Manages assigned company projects as required.
- Conducts analyses of the market place to identify growth opportunities, trends, key competition.
- Experience working with AC Nielsen data.
- Creates and maintains various sales reports as required.
- Experience coordinating and managing national in-store demos with national retail accounts.
- Creates business cases and marketing plans for assigned projects.
- Builds strong working relationships with all internal departments and external third party suppliers.
- Assists in related projects, assignments and analyses as directed.
- Champions a culture of high performance through employee engagement and continuous improvement orientation in all actions and approaches.
- Promotes a continuous learning environment.
- Shares best practices methods and ideas.

### **Qualifications**

- A degree/diploma in Business or Marketing.
- Minimum 3 years consumer packaged goods experience in a multi-priority marketing department.
- Motivated self-starter, able to work independently or as part of a team.
- Experience with creation of packaging from creative brief to finished print.
- Knowledge of consumer goods retail market in Canada (US retail experience an asset).
- Must be organized, able to prioritize and perform multiple tasks.
- Experienced project manager working with critical paths.
- Excellence in execution with strong attention-to-detail in design and proofing.
- Possess good analytical, business and financial skills.
- Be resourceful and proactive when formulating insights, identifying opportunities and strategies.
- Skilled in MS Office (Excel, Word, Powerpoint).
- Possess excellent interpersonal, written and oral communications skills.
- Comfortable and enthusiastic working in an “open” office concept

In addition to a competitive salary and benefits package, employees share in a company-wide profit sharing plan.

Interested applicants should submit their cover letter and resumé in confidence to [careers@brooksidefoods.com](mailto:careers@brooksidefoods.com). No phone calls please. We thank all applicants for their interest however only those selected for interview will be contacted.

For more information about Brookside Foods, please visit [brooksidefoods.com](http://brooksidefoods.com)