



**BROOKSIDE®**

## TRADE MARKETING COORDINATOR

**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 **Trade Marketing Coordinator** will play a crucial role in the future growth and development of Brookside Foods in North America.

Working closely with a growing and dynamic Marketing and Retail Sales Teams, the Trade Marketing Coordinator will aid in the development and execution of National promotions aligned with existing brands and provides overall support in launching new products to the market.

### Duties and responsibilities

- Acts as key liaison between Sales and Marketing in order to support key/major retail accounts and regional specific marketing initiatives.
- Creates and implements marketing support activities including development of all sales collateral materials to support existing brands and new product launches including sell sheets, POS displays, Retail-Ready-Packaging, various merchandising opportunities and overall communications to sales dept., etc..
- Aids in coordination of national in-store demos with key accounts and sampling companies.
- Aids in preparing communications and creative briefs for agencies and designers.
- Responsible for creating various sales reports.
- Forms excellent relationships at all levels within Brookside organization and with external suppliers.
- Focuses on ensuring a high level of product knowledge.
- Assists in special 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 and/or Marketing or equivalent education and experience
- Minimum 2 years Marketing experience preferably with consumer packaged goods company with focus on Canadian Food, Drug & Mass (retail) market trade marketing
- Knowledgeable of Canadian Food, Drug & Mass retail market and customers
- Motivated self-starter, able to work independently in a multi-priority and dynamic environment
- Able to participate co-operatively within cross-functional teams
- Dependable and team-oriented with a proven ability to build internal and external relationships
- Strong communication, organizational, interpersonal skills
- Comfortable and enthusiastic working in an open office environment
- Strong analytical skills
- Proficiency with MS Excel, Word, Powerpoint

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)