

With strong market share and international recognition for their proprietary equipment technology, our Canadian agri-business client is ready for the next step in their growth strategy. Join the organization's management team at this pivotal time to lead all branding and marketing initiatives. Your proven track record in innovative agricultural marketing, product development and global customer engagement is what our client needs to propel their business forward.

Senior Marketing Manager - Agriculture

Calgary Region, Alberta

Reporting to the Vice President of Business Development, you will:

- Develop, implement and evaluate 4P (Price, Place, Product and Promotion) marketing plans, product lifecycle assessments, and brand strategies for products sold in domestic and global markets
- Lead the implementation of go-to-market strategies and processes to launch new and re-branded products from conceptualization to commercialization
- Collaborate with, and direct workflow to, third-party public relations agencies
- Lead, mentor, manage and build a small team of in-house marketing and communications specialists
- Liaise with the sales team to ensure marketing content and communications materials accurately and effectively target market segmentations and meet the needs of high-value customers
- Analyze market demands and trends to identify new business opportunities, and collaborate with the Leadership team to ensure goals are aligned with a changing business environment
- Create, monitor and adjust marketing & communications budgets to ensure annual financial and market share objectives are achieved

Your background includes:

- A Bachelor's Degree in Marketing, (Agri)Business, Commerce or related field. MBA is an asset
- 8+ years of marketing, branding and communications experience in the agriculture and/or equipment/machinery sector
- Demonstrated experience creating, coordinating and implementing complex marketing and communications strategies across various channels and platforms
- The ability to work effectively in a collaborative team environment as well as independently with limited direction
- Proven leadership and mentorship abilities paired with strong written and verbal communication skills
- Excellent organizational, multi-tasking and time management skills with a demonstrated ability to produce quality work, managing multiple projects, while meeting tight deadlines

This position will require occasional national and international travel for meetings, events and client visits.

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at 416-868-4888 Ext. 5 quoting "Senior Marketing Manager - 190115"

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Placing Leaders in Canadian Agriculture