



## BRAND MANAGER

**Job Type:** Fulltime / Permanent

**Location:** St-Hubert, QC or Guelph, ON

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Would you like to be a part of a revolution in agriculture in Canada? If so, we would love to hear from you!

At GoodLeaf Farms we are a proud Canadian company at the forefront of innovation, striving to grow food security for communities from coast to coast. We are breaking ground in an industry that is quickly proving itself to be sustainable, not only environmentally but economically and socially as well. We are focused on producing ultra-fresh greens, 365 days a year using no harsh chemicals, a carbon footprint that is just half that of a traditional farm and using less than 10% of the water traditionally used, to create a world where plants thrive!

### Why work at GoodLeaf Farms?

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It is our commitment to provide you with the work environment and tools necessary to be successful in your role. We hope that you will find your work here rewarding, challenging, and meaningful.

- You will have the opportunity to take your career to the next level. GoodLeaf is growing and we want you to grow along with us!
- We have an entrepreneurial and inclusive spirit with the heart of a start-up.
- We foster an environment of cooperation and communication.
- We have competitive compensation and benefits.

Every day at GoodLeaf Farms we get to help solve the challenge of food security for communities across Canada and do it in innovative ways that inspire healthy lifestyles. We think that's exciting and the best reason of all to join us!

### What we are looking for

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The Brand Manager is a hands-on role responsible for leading the development and implementation of strategic marketing and brand growth for GoodLeaf Farms within Canada with plans for expansion outside of the country.

This position will be based out of St-Hubert, QC or Guelph, ON Office – Hybrid Model



## **Role & Responsibilities**

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### **Planning & Execution**

- Leads the development and implementation of annual business plans, working with internal and external partners to deliver in a timely manner and on budget.
- Develops and executes brand plans that live both offline and online: in-store, e-commerce, social media, and events.
- Provides project direction for customer focused marketing plans including communication, packaging, promotions, and other marketing support programs.
- Performs administrative functions required to manage the portfolio including preparation of regular reports outlining business performance and managing the status of projects.

### **Content Creation, Digital Strategy & Innovation**

- Leads the content creation strategy for the brand to inform, educate and engage consumers.
- Provides direction for social and branded content, including owned digital properties.
- Supports new product development for individual brands through ideation, competitive analysis, portfolio, and product design.
- Supports the launch of new items with excellence by providing support materials, education, and media.

### **Analysis & Decision Making**

- Researches and interprets market trends, competitive activity, and consumer attitudes and behaviours. Adjusts marketing strategy and programs accordingly.
- Analyzes brand data (performance, category and consumer trends, comments, and reviews) and tracks KPIs to report and inform strategy.
- Contributes to setting price, distribution, and sales promotion strategies.
- Analyzes programs and activities to evaluate the impact on the business.
- Collaborates with VP Commercial and Customer Marketing Manager to develop the annual marketing budget and effectively manage assigned budget responsibilities.



## Qualifications & Educational Requirements

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### Passion! Integrity! Creativity!

- Completion of a University degree with a business or marketing focus and/or equivalent combination of education and experience.
- 4+ years progressive brand marketing experience. Demonstrated success in product/brand management both offline and online, preferably in the food and/or CPG industry. Preference in developing brand from the ground up
- Outstanding communication skills, including strong presentation skills. Ability to communicate both externally and internally, coupled with the confidence to convincingly present to key decision makers at all levels.
- Superior marketing acumen: ability to recognize and act on brand strategies and evaluate performance based on strategic goals.
- Highly disciplined, organized, self-motivated and genuinely committed to success.
- Excellent analytical skills.
- Proficient in MS Excel, Word, PowerPoint, and Outlook.
- Experience in the Natural Health Industry or Fresh Grocery an asset.
- Bilingual, French / English, an asset