



CUSTOMER MARKETING MANAGER (BILINGUAL FRENCH / ENGLISH)

Job Type: Fulltime / Permanent

Location: St-Hubert, QC or Guelph, ON

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?

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

The Customer Marketing Manager plays a pivotal role in the GoodLeaf Farms organization working closely with like-minded customer partners to drive change in the Canadian landscape for leafy greens.

The Position will be based out of Montreal or Guelph – Hybrid **(Bilingual French / English Mandatory)**



Role & Responsibilities

Key Responsibilities include the following (Other duties may be assigned):

- Responsible for customer marketing and promotions management including planning, analysis, and customer & consumer communication/presentations.
- In conjunction with Brand Manager, Account Managers and VP Commercial, plans, directs, executes, and analyzes customer marketing plans across all 4 Ps of marketing.
- Executes (and at times creates) customer specific marketing plans and go-to-market models for GoodLeaf Farms to grow business with new and existing customers (including both on-premises and digital campaigns). Strong coordination with account management teams is required to ensure solid execution.
- Leads projects across commercial (marketing and sales) and cross-functional teams, providing strategic & tactical coordination with internal (ie. cross functional project teams) and external partners (eg agencies, brokers, customers).
- Ensures alignment of strategy with volume and profit growth objectives.
- Measures and reports key performance indicators.
- Supports the development of annual customer marketing plans for assigned brands and presentations to divisional leadership.
- Responsible for both CPG and Food Service customer connectivity
- Responsible for the delivery of customer presentations related to marketing capabilities and trends as required.
- Potential for travel across Canada to customer meetings etc. and to US, as required.

Qualifications & Educational Requirements

- Bilingual
- BA in Marketing or related field.
- Demonstrated relevant skills and experiences (min 3.5years) in Food Service, CPG or related field.
- Experience includes leadership strategic thinking, communication, teamwork, project leadership, P&L understanding, syndicated databases, research, planning, consumer activation and communication, sales and category analysis.
- Strong understanding of digital Path to Purchase – min 2 years direct experience ideal.
- Proficient in MS Office applications including Word, PowerPoint and Excel; Salesforce.com
- Exercises discretion regarding recommendations, data and sources, analytic conclusions, and financial recommendations
- Excellent analytical, problem solving, communication & organizational skills required.
- Developed communication & diplomacy skills required to negotiate internally and externally at Executive levels.



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- Ability to effectively interact with all levels of management, brokers, agencies, and customers.
- Strong multi-tasking skills with a demonstrated ability to manage and lead large projects from concept through to execution and performance measurement.