



Marketing & Communications Manager

Are you a dynamic marketing professional looking to join a forward-thinking company? Peak of the Market Ltd. is seeking a Marketing & Communications Manager to join our growing company. If you have a passion for shaping brand narratives, developing engaging campaigns, and fostering strategic partnerships, this is the role for you. Reporting to the CEO, you'll lead the charge in crafting and executing marketing and communications initiatives to elevate our brand and engage our customers. You'll collaborate closely with the executive team and sales professionals to drive growth and success in the ever-evolving produce industry.

Key responsibilities include, but are not limited to:

- Leading the development and execution of an integrated marketing and communications plan that enhances customer engagement and advances the Peak of the Market Ltd. brand and message. This includes advertising, public relations, events, promotions, and sales tools.
- Creating, organizing, and delivering a variety of marketing content, both public-facing and confidential, such as digital assets, videos, blogs, web content, and social media posts, aligning with Peak of the Market Ltd.'s brand.
- Developing marketing materials for campaigns, special events, and brand promotions while ensuring consistency with brand standards.
- Collaborating with vendors and customers to develop product packaging that enhances product visibility and appeal.
- Establishing and nurturing relationships with internal and external stakeholders, including the board, community, industry, media, and government, to drive visibility and strategic partnerships for Peak of the Market Ltd.
- Managing corporate donations and sponsorships to ensure alignment with company goals.
- Presenting ideas, concepts, and campaign strategies to executive management and the board of directors when required.
- Representing Peak of the Market Ltd. at community and industry events.
- Overseeing associated budgets for marketing, sponsorship, and communication programs.
- Identifying, evaluating, and reporting on marketing trends and insights to drive continuous improvement.

This position involves intermittent travel to tradeshow and conferences across Canada and the United States to represent Peak of the Market.

Experience & Qualifications Required:

- Bachelor's degree in Marketing, Business, Communications or equivalent experience with 8+ years of experience working in a corporate setting.
- Proven track record in developing and executing marketing strategies.
- Out of the box thinker with the knack for creativity and idea generation.
- Superior written and communication skills and demonstrated experience communicating to a diverse range of target audiences.
- Attention to detail, the ability to manage multiple projects under tight timelines and provide analysis.
- Strong computer skills, including MS Office Programs and design software.
- Experience with B2B marketing is considered an asset.
- Valid driver's license and passport are required.

Apply by emailing pam@peakmarket.com.