



## Market Manager Mississauga, ON

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For more than 100 years, BASF has been committed to growing Canadian agri-business and ensuring the long-term success and sustainability of agriculture across the country. Committed to innovation, BASF develops more active ingredients, formulations and crop production systems than any other crop protection company in the country.

Currently we are seeking a **Market Manager, Western Herbicides** to join their dedicated team of people working to deliver innovative agricultural technologies and tools to help Canadian farmers optimize crop production and improve farming practices.

Providing leadership to the overall brand experience, the Market Manager will need to be analytical and detail-oriented, with excellent computer skills. Your post-secondary degree will be complemented by at minimum of 3-5 years experience in Brand or Market Management.

As Market Manager, you will manage all aspects of brand equity within the Herbicides portfolio, including financial forecasting, production planning, negotiating contracts with key suppliers, packaging, pricing, distribution, positioning and promotion.

Using your initiative and ability to reach set objectives, you will develop the annual market plan and product strategies and provide final endorsement of all communication, sales, technical development and channel partner campaigns.

As Market Manager, you will secure trademarks for new brands for BASF Canada and manage the launch of new multi-million product lines and related initiatives. An excellent communicator and facilitator, you will provide direction and on-going support to the Communications Manager in the development of brand tactics and customer program, liaise with the field staff to gather market insight and evaluate brand equity, market campaign effectiveness and competitive activity and provide leadership and direction to internal groups as it pertains to long range planning and optimizing market opportunities for both current and future brand offers.

This role is the next step in a series of increasingly challenging roles within BASF. Strong analytical skills, the ability to communicate effectively in both written and oral forms together with your ability to develop as a leader will give you limitless growth potential within the organization. This position is located in **Mississauga, Ontario**. The flexibility to relocate in future will be considered a definite asset.

To be considered for this position, please forward your resume and a brief covering letter to Lori Litherland at Litherland & Company Search Management via email to [LL@litherlandco.com](mailto:LL@litherlandco.com) quoting **File 100506**. We thank you for your interest and will contact you if an interview is indicated. All applicants must have Canadian legal work status.

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