

Our client is global leader in agriculture solutions with a strong focus on growth, innovation, and sustainability. Having a strong presence across Canada, our client provides a broad range of crop protection products to meet the needs of their customers. As the Marketing Portfolio Lead, is responsible for leading the marketing team in Canada and all related activities. This includes profit and loss of the Canadian portfolio, marketing strategy, portfolio development, long range planning and special projects for Canada. This role is also responsible to lead the interaction and planning with the marketing agency for all the Canadian marketing and communications needs.

## **Marketing Portfolio Lead**

### Western Canada (Remote)

Reporting to the Canadian Country Manager, you will:

- Lead the marketing team to create and manage strategic plans for the portfolio of assigned products.
- Establish a 5-year strategic plan, annual business plan and other long-range plans, goals, and objectives to achieve sales and profit targets.
- Conduct competitive analyses and market research to identify market opportunities.
- Develop and recommend product pricing/profitability and positioning strategies for current and future products across all relevant customer and market segments.
- Establish monthly production forecasts and coordinate, monitor and review product supply requirements.
- Work with the Business Excellence, sales organization, and customer service to ensure pricing, terms and programs are understood and aligned for customer satisfaction.
- Oversee and direct advertising, communications, and public relations activities to support marketing plans.
- Identify market expansion opportunities on existing and potential new products, and work with the Canadian Country Manager, Development and R&Reg to define priorities.
- Interface with global product management and lead new product initiatives using established project management methodology.

Your background includes:

- A BS or BA degree with a preferred focus in Ag Science or Business in addition to a minimum of 10 years relevant experience in the Agricultural Chemical or related Agriculture Industry.
- Previous sales and marketing experience working with distributors, retailers, agricultural consultants, and key growers to accomplish territory objectives a plus.
- Strong written and verbal communication skills required.
- Must be proficient in Microsoft Office Suite: Outlook, word processing, spreadsheet create/formula creation, presentations, and analytics and trending software.

Your core competencies include:

- Business Acumen - Degree to which an individual understands and applies business knowledge to maintain and advance organizational effectiveness
- Organization/ Project Management - Plans and schedules work according to changing priorities; designs and maintains effective systems and processes for managing work
- Decision Making - Thoughtful decisions and sound judgments made based upon a clear understanding of problem or issue, relevant information, data, experience, business objectives and potential impact to company.
- Communication - Speaks, writes, listens, and presents information in a logical and articulate manner appropriate for the audience
- Influence - Can get others to adopt an action by using data, facts, logic, and credible personal presence
- Customer Centric – Keeps the customer at the centre of all decisions, develops and creates products and experiences designed to drive customer satisfaction, loyalty, and advocacy.

This role will include travel within Canada and the United States, when necessary, to meet business demands and attend industry events.

# LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at [bmc@litherlandco.com](mailto:bmc@litherlandco.com) or by phone at **416-868-4888 Ext. 5** quoting **“Marketing Portfolio Leader - 221202”**

*Litherland & Co. is dedicated to fair and equal opportunities for all applicants. Candidates are selected upon the highest level of equity, diversity, and inclusion across the organization and throughout its hiring process. If you are selected for an interview and require accommodations, arrangements will be made for your convenience throughout the recruitment.*