



Soy Canada is a national Agriculture Industry Association that brings together every group involved in developing, producing, handling, processing, and exporting Canadian soybeans. They have established a strong and clear voice for the industry, leveraging the power of one voice for the entire value chain. As the Market Development Manager, you will be responsible for retaining and expanding domestic and international markets and exploring new market access opportunities. This strategic management role requires a highly organized professional who thrives in a stakeholder-driven environment, working across multiple portfolios to achieve the organization's objectives and partnership goals.

Market Development Manager

Ottawa, Ontario

Reporting to the Executive Director, you will:

- Lead the planning and implementation of market development and promotion activities, including outgoing international promotion missions, domestic coordination, creating promotional content, directing specialized external communications/logistical/research contractors, and supporting the reputation of Canadian soybeans in export markets.
- Support Soy Canada's priorities related to industry leadership, market access, market development and research coordination, including identifying and researching issues, preparing responses to information requests on soybean issues, answering written and oral inquiries and monitoring market and policy developments.
- Work with research institutions and other parties related to building and expanding markets, and identify and foster relations across the value chains with stakeholder groups to achieve key results for the organization.
- Participate in domestic and international industry meetings, industry events, and consultations on key national issues with the Executive Director to identify and pursue key market development priorities and opportunities.
- Provide analysis, guidance and recommendations on current and emerging issues, trends, and technologies in international soybean markets to the Executive Director and Board of Directors as appropriate.
- Develop and maintain market development projects according to the allocated budgets, working closely with the Executive Director on planning and implementation.
- Build relationships with members in the soybean exporting community, and other members such as grower organization staff, grower leaders, and culturally diverse international stakeholders.
- Evaluate and analyze market opportunities from a financial and feasibility aspect to effectively manage the business development process for new and expanding markets related to member organization's goals and objectives.

Your background includes:

- Minimum of 3-5 years of experience working in marketing/promotion roles, preferably with the soybean/grain industry.
- Post-secondary education Degree or Diploma in Business, Agri-business, Public Affairs, Agriculture, International Business, Commerce and/or related. An MBA or Masters in related areas is an asset.
- Self-starter, highly motivated and able to show initiative, sound judgement, integrity and high levels of creativity and critical thinking skills with a proven ability to be flexible and manage a fast-paced work environment.
- Strong understanding of agriculture, marketing and the soybean industry.
- Highly organized: ability to plan, organize and manage multiple projects/issues.
- Strong communication skills, exercising good judgement, listening and being well-spoken, with a collaborative approach.
- Exceptional writing skills to adapt complex information into concise reports, articles, memos, bulletins, and presentations.
- Proficient in Microsoft Office packages (Excel, Word, PowerPoint) and social media.
- Ability to travel domestically and internationally as required.
- Bilingualism (French/English) is an asset.

LITHERLAND & CO

To learn more about this position and our client, contact Brook Coatsworth at bmc@litherlandco.com or by phone at **416-868-4888 Ext. 5** quoting **"Market Development Manager - 250106"**

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.