

This is your opportunity to be coached and developed by accomplished and progressive marketing professionals in the agriculture industry. Our client is a Canadian owned and operated seed processing, marketing and distribution company who are successfully exporting their product to over 40 countries. In this role at head office, help develop and execute 3-year 4P marketing plans for one of our client's strongest product portfolios.

## Marketing Communications Coordinator

Winnipeg, Manitoba

Reporting to the Marketing Director, you will:

- Facilitate the development and execution of advertising and media campaigns with the Marketing & Sales team and external agency partners
- Align digital and social media strategies with annual communication plans
- Interpret market research to gain a better understanding of the customer, local market dynamics, competitive environment and channels
- Use your knowledge of overall corporate and market direction, and work closely with multiple Product Managers when developing communication and tactical plans
- Execute 4P marketing plans within established budgets

Your background includes:

- A Degree or Diploma in Business, Marketing, Communications or related field
- 2+ years' in a marketing and/or communications position ideally within the agriculture industry. Willing to consider a combination of personal and professional experiences (e.g. raised on a farm, 4-H member etc.)
- Strong listening, writing, critical thinking and decision making skills
- Intermediate knowledge of Microsoft Office and experience using a CRM and desktop publishing software (InDesign) an asset
- Ability to thrive in a team environment
- Demonstrated organizational time management and social media skills

**To explore, please call Brook Coatsworth at 416-868-4888 Ext. 5 or email [BMC@litherlandco.com](mailto:BMC@litherlandco.com), quoting "Marketing Communications Coordinator – 170705"**

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Placing Leaders in Canadian Agriculture