



Marketing Manager

About the Company

Canada Royal Milk is a member of the Feihe International group of companies, Asia's number one infant formula brand. Canada Royal Milk is the only producer of infant formula in Canada, manufacturing quality products from Canadian cow and goat milk, ensuring the highest quality and nutritional value for our customers.

We are an international company with a multicultural workforce that is committed to diversity and inclusion. Our team members value and embrace different perspectives and new ideas.

What We Offer

The opportunity to build and grow a progressive company, competitive wages, and extended health benefits.

What We Look For

Curiosity, commitment to learning, and a winning mindset.

Position Summary

Canada Royal Milk is looking for an experienced, self-driven multi-disciplinary Marketing Manager with exceptional analytical skills to join our Sales & Marketing team. You will proactively take responsibility and ownership for your work to achieve business objectives with very minimal direction. You will be responsible for the development of marketing programs, campaigns, and sales tools with an objective to support strategic initiatives and global business growth. You will be a hands-on subject matter expert in all brand marketing activities including creating high-value content, developing marketing collateral, partnership management, and more.

This position reports directly to the General Manager, with accountability across the company.

Job Requirements

Applicants must be legally entitled to work in Canada and have strong English language skills. The ability to read and understand written English and communicate in English both spoken and in writing is a requirement of the job.

Education: Degree in marketing, advertising, sales, business administration, or equivalent

Experience: 3-5 years of experience as a brand/marketing manager

- Website Management: 2 years
- Marketing Management: 3 years
- Digital marketing: 4 years (Preferred)
- Social media management: 4 years (Preferred)



Key Duties and Responsibilities

Leadership

- Responsible for developing an annual comprehensive marketing plan with targeted goals, objectives, methods, quantifiable outcomes, and timelines which will achieve budgeted goals
- Study market research and trends to determine consumer demand, potential sales volumes and effect of competitors' operations on sales
- As the department evolves, will be responsible for the supervision, coaching and development of direct reports

Project Management

- Lead multiple stakeholders in development and execution of key projects.
- Share updates and challenges and establish timelines and processes.
- Develop, implement, and coordinate short and long-term marketing strategies and campaigns to increase brand awareness of our products and services ensuring communications are consistent with branding and messaging.
- Collaborate with external partners and / or marketing firms on specific projects and initiatives
- Manage project budgets including issuing of PO's, purchase commitment authorizations, invoicing, billing, and reconciliation.
- Manage Ad hoc project requests

Content Management

- Design for a wide spectrum of products and media including websites, advertisements, displays, corporate communications, as well as internal support documents
- Collaborate with internal stakeholders and agencies to develop and execute marketing materials and activities
- Maintaining website while working on developing content as required
- Support the Sales and Customer Service teams by creating and maintaining tools / documents for customer use

Analytics and Insights

- Establish a system to monitor effectiveness of marketing, sales, and advertising strategies
- Develop trackers and reporting for new and current items, competitors, distributors and leads
- Leverage multiple data sources to uncover insights and trends.
- Manages special projects and other duties as assigned

Working Conditions

The standard office hours are Monday through Friday, 8:30 am to 5:30 pm. Most of the work occurs during regular weekday office hours. However, as an international company with continuous 24-7 operations, hours of work involved may vary to accommodate business needs. Flexible hours are required and may include evening and week-end hours from time to time.



As a dairy processor and infant formula manufacturer, CRM strives to exceed regulatory requirements for food safety, quality, hygiene, and good manufacturing practices. All employees who enter the processing areas for any reason must comply with all food safety protocols in addition to health and safety best practices.

Most work is performed in an office environment, with some requirements to work in other areas of the facility as needed. While performing the duties of this job, the employee is regularly required to sit. The employee frequently is required to walk; use hands to finger, handle or feel; reach with hands and arms; and talk or hear. The employee is occasionally required to stand. The employee must frequently lift or move objects up to 10 pounds and occasionally lift or move objects up to 25 pounds.

Covid-19 Vaccination Policy

The health and safety of our employees and customers is a top priority for Canada Royal Milk. Therefore, applicants will only be considered who are fully vaccinated, subject to human rights considerations and recognized medical exemptions.

Commitment to Diversity & Inclusion

We strive to build a team that reflects the diversity of the community we work in, and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities.

If we can make this easier through accommodation in the recruitment process, please contact us at careers@canadaroyalmilk.com.