

Policy & Procedures Manual	Job Descriptions	April 2025
Marketing Retail Supervisor/Manager?		

Position Summary

Reporting jointly to the **Marketing Manager** and **Sales Director**, the **Retail Marketing Supervisor** is responsible for the development, execution, and management of all retail marketing activities across major retail chains nationwide. This role oversees retail marketing from A to Z, ensuring alignment with overall business and marketing strategies while optimizing budget allocation to achieve defined KPIs.

The Retail Marketing Supervisor will act as the primary liaison between Canada Royal Milk and retail partners, including retailer-owned agencies. The role involves strategic planning, negotiation, execution of in-store and online promotional activities, and ongoing performance analysis. The incumbent will also lead competitive intelligence efforts related to retail promotions, ensuring Canada Royal Milk remains competitive in pricing, offers, and promotional tactics.

This role requires a proactive, strategic thinker with strong negotiation skills, budget management expertise, and the ability to respond swiftly to emerging market opportunities. Collaboration with internal marketing teams and external creative agencies is essential to leverage and develop impactful retail marketing assets.

Working Conditions

Standard office hours are **Monday through Friday, 8:30 am to 5:30 pm**. Flexibility is required to accommodate retailer schedules, promotional timelines, and occasional travel for retailer meetings or store visits. This position operates primarily in an office setting, with periodic presence in retail environments and coordination with external partners.

Key Duties and Responsibilities

- **Retail Marketing Strategy & Planning**
 - Develop and implement retail marketing strategies and tactical plans aligned with overall marketing and business objectives.
 - Assess and allocate marketing budgets for retail activities to ensure optimal ROI and delivery of KPIs.
 - Align retail initiatives with broader brand positioning and marketing campaigns.
- **Retailer Collaboration & Negotiation**
 - Serve as the main point of contact for retail chains and their internal agencies.
 - Negotiate promotional opportunities, budgets, and value-added initiatives with retail partners.

- Foster strong relationships to secure advantageous placements and visibility for Canada Royal Milk products.
 - **Campaign Execution & Management**
 - Coordinate and oversee the execution of in-store and online promotional activities.
 - Ensure timely delivery of creative assets by working with internal teams and external agencies.
 - Adapt campaigns based on retailer-specific requirements and emerging opportunities.
 - **Budget Ownership**
 - Manage the full retail marketing budget, ensuring efficient spend aligned with strategic priorities.
 - Monitor expenditures, forecast spending, and report on budget utilization.
 - **Performance Analysis**
 - Track, analyze, and report on the effectiveness of retail marketing campaigns.
 - Provide insights and recommendations for continuous improvement.
 - **Competitive Intelligence**
 - Conduct regular market scans to monitor competitor retail promotions, pricing strategies, discount depth, and promotional tactics.
 - Deliver reports with actionable insights to inform strategy and maintain competitive advantage.
 - **Cross-Functional Collaboration**
 - Work closely with the internal marketing team to leverage existing creative assets.
 - Brief and coordinate with external agencies when custom creative development is required.
 - Ensure alignment between marketing, sales, and other relevant departments to support retail execution.
 - **Agility & Opportunity Management**
 - Respond quickly to ad-hoc promotional opportunities presented by retailers.
 - Propose and implement tactical initiatives to capitalize on market trends or retailer-driven events.
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Job Requirements

- **Education:**
Post-secondary degree or diploma in **Marketing, Business Administration, Commerce**, or a related field.
- **Experience:**
Minimum **3-5 years** of experience in retail marketing, trade marketing, or a similar

role, preferably within FMCG or CPG sectors.

Proven experience working with major retail chains and managing retail promotions and budgets.

- **Compliance:**
Work in accordance with OHSA regulations, internal policies, and procedures.

Skills and Qualifications

- Strong understanding of **retail marketing dynamics** and retailer collaboration models.
- Excellent **negotiation** and **relationship management** skills.
- Proficiency in **budget management** and ROI analysis.
- Solid analytical abilities to assess campaign performance and market trends.
- Ability to manage multiple projects in a **fast-paced** environment with shifting priorities.
- Familiarity with **in-store marketing**, **online retail promotions**, and shopper marketing tactics.
- Strong communication skills, both written and verbal.
- Proficiency in Microsoft Office Suite (**Excel**, **PowerPoint**, **Word**) for reporting and presentations.
- Experience working with external creative agencies and internal stakeholders.
- Proactive, strategic thinker with a **problem-solving mindset**.
- Knowledge of competitive analysis techniques, including price tracking and promotional benchmarking.

Knowledge, Skills, and Abilities

- Demonstrated ability to handle confidential information with discretion.
- Strong organizational skills with the ability to prioritize tasks effectively.
- Adaptability to evolving retail landscapes and promotional trends.
- Collaborative mindset with strong interpersonal skills to engage cross-functional teams.
- Ability to work independently and take ownership of retail marketing initiatives.

Disclaimer

This job description reflects the general nature and level of responsibilities assigned to this role. It is not intended to be an exhaustive list of all duties, responsibilities, or qualifications associated with the position. The incumbent may be required to perform other duties as assigned to meet business needs.