



PRIDE SEEDS

Brand Senior Manager

PRIDE Seeds is currently seeking a focused and self-motivated individual to join our team as Brand Senior Manager.

The successful candidate will be focused on the development and delivery of a clear and compelling PRIDE Seeds brand that drives growth in our key markets. They will join a winning team focused on delivering unique products, services, and trusted agronomy support to increase the yield and profitability of progressive Canadian farmers who are positioning themselves for future growth.

Areas of responsibilities: As a key leader on the North America Marketing Team, this candidate is accountable for the development of a clear and compelling PRIDE Seeds brand that includes all marketing and communication strategies for Canada. In this role, this successful candidate will lead the team accountable for our performance in every phase of the brand funnel from awareness all the way through advocacy. You will define the brand's positioning and customer and ensure that experience lives up to our brand promise. As part of our leadership team, you will partner with other key leaders to develop a complete brand strategy that leverages the 4P's of marketing. This includes all activities related to the development and implementation of bilingual grower and dealer print materials, social media, direct contact, and trade show strategies. This candidate will be available to travel to company events both in Canada and where required in the United States.

Essential Functions:

- Define the brand's positioning and customer experience.
- Lead marketing communications program manager to build an omni-channel marketing plan to drive significant growth in all phases of the marketing funnel.
- Work with Data and Digital director to identify data gaps and build systems and processes to address them.
- Ensure plan is targeted to focus on key growth areas, and flexible enough to adjust as we learn through the year.
- Deliver on your plan by working within your team and with cross-functional teams (leadership team, sales, agronomy, digital, etc).
- Define and refine brand positioning and experience, ensuring the brand voice and experience is clearly and compellingly communicated in every creative asset, from advertising campaigns to customer communications.
- Partner with sales and agronomy lead to enhance the delivery of our brand promise to the customer.

- Supervise the Marketing Communications team member in the development of the brand paid, owned, and earned strategy. Leverage market research to ensure the strategy is moving the needle, adjust as needed.
- Represent Marketing within the brand and across brands, to be seen as an expert in your field and a trusted colleague and partner.

Education/Experience: Qualifications include a degree or diploma focused on marketing or agriculture with a minimum of three years' experience in managing a comprehensive marketing budget and staff. Experience in the seed industry and the ability to communicate in French and English is preferred. The successful candidate will have excellent computer skills, be proficient in delivering presentations and possess excellent interpersonal skills.

KNOWLEDE / SKILLS / ABILITIES:

- Thought leader in marketing with a passion for building strong brands.
- Performs well under pressure
- Possesses leadership courage to do the right thing for our customers and the brand
- Established team leader, either through direct management experience or cross-functional team leadership.
- Demonstrate initiative, with ability to handle multiple projects at a time and meet established deadlines.
- Excellent team builder and team player
- Strong presentation skills, with experience interacting with leadership
- Able to understand broad strategy and translate it into an effective brand-level plan
- Able to travel up to 20% of the time

Salary/Benefits: PRIDE Seeds offers a comprehensive salary and benefit program.

For immediate consideration, please forward your resume in confidence by November 25, 2021, to:

PRIDE SEEDS Human Resources
 Att: Kelly Atkinson
 P. O. Box 1088 Chatham, ON
 N7M 5L6
 Fax: 519-354-8155
 Email: katkinson@PRIDEseed.com

PRIDE Seeds is an equal opportunity employer, committed to fair and accessible employment practices in a workplace that is inclusive.

PRIDE Seeds is part of AgReliant Genetics, featuring one of the largest corn breeding and testing programs in North America. Our focus is on providing top performing seed solutions to Canadian Farmers.