



Seed the Difference.™

## MARKETING COORDINATOR (13-MONTH TERM)

CANTERRA SEEDS is seeking a Marketing Coordinator for a full-time, 13-month replacement term position. This position is a crucial part of our marketing team, with the team member responsible for managing programs, coordinating events, and helping to elevate the CANTERRA SEEDS brand through different marketing initiatives. This role is ideal for a highly organized candidate who has individual accountability and assumes ownership of marketing initiatives.

### What You Will Do

- Manage local promotional programs with seed retailers and seed growers
- Work closely with the sales team to execute local demand creation tactics
- Oversee branded promotional merchandise program and team apparel
- Coordinate customer tradeshow and field events, and on occasion, special events
- Assist with the development of traditional and digital promotional material
- Organize and execute tactics related to our partnership with the Saskatchewan Junior Hockey League
- Oversee our company memorial scholarship program
- Occasional travel required
- Other duties as assigned

### Who You Are

- Highly organized and self-driven with exceptional attention to detail
- Able to establish multiple priorities and organize resources quickly and efficiently
- Adaptable, with a strong desire to learn
- Passionate team player with a drive for collaboration

### What You'll Bring

- Post-secondary education in Business Administration, Marketing, or Creative Communications, or at least 2+ years of marketing or equivalent experience
- Highly effective written and verbal communication skills
- Ability to create and maintain relationships with staff, vendors and partners
- High level of proficiency in computer applications including Microsoft Excel, Word & PowerPoint
- Experience with Hubspot, Adobe Creative Cloud and Canva software is an asset
- Graphic design skills are an asset

## What We Offer

- Competitive compensation, including bonus package
- Health benefits
- On-site gym and games room
- Office snacks and refreshments
- Flexible, hybrid work model with minimum 3 days in-office per week
- Free parking
- Employee engagement activities

CANTERRA SEEDS is a proudly Canadian, farmer-founded seed company providing top-performing canola, cereal and pulse seed to farmers across Western Canada. Our commitment is to offer high-quality seed tailored to each farm, delivered by a team that genuinely cares about our customers' success. We are proud to support farmers and retailers not just as business partners, but as fellow community members who understand the value of hard work, dedication and building meaningful connections.

Please apply by December 13, 2024 by submitting a cover letter and resume to Renee McMillan, Director of Marketing at [r.mcmillan@canterra.com](mailto:r.mcmillan@canterra.com).