MARKETING LEAD

CANTERRA SEEDS is seeking a Marketing Lead for a full-time, permanent 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

- Develop, coordinate and execute local promotional programs with seed retails and seed growers, including materials coordination, sourcing, communications and reporting
- Work closely with the sales team to execute local demand creation tactics
- Manage company-branded merchandise and apparel programs, including product sourcing, inventory management, vendor relationships and internal ordering processes
- Lead the planning and execution of customer trade shows, field events and special events, including logistics, vendor communications, registration, promotional materials, sponsorship fulfillment and post-event evaluation
- Assist with the development of traditional and digital promotional material and media
- Lead the activation and execution of marketing initiatives related to our partnership with the Saskatchewan Junior Hockey League, including event coordination, promotional campaigns, and stakeholder communications
- Oversee our company memorial scholarship program
- Coordinate with external vendors, printers, designers and promotional partners to execute tactics from the overall marketing strategy
- Assist with social media content, digital campaigns and email marketing initiatives
- Track and report on promotional program performance
- Assist with budget tracking and invoice processing related to marketing initiatives
- Occasional travel required

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
- Creative, with the ability to work in a fast-paced environment

What You'll Bring

- Post-secondary education in Business Administration, Marketing, or Creative Communications, or at least 3+ 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

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 November 30, 2026 by submitting a cover letter and resume to Renee McMillan, Director of Marketing at r.mcmillan@canterra.com.