



Marketing Coordinator – Winnipeg, MB

CANTERRA SEEDS has been deeply rooted in the Canadian Prairies for over 25 years. Founded by Canadian seed growers, we are a farmer owned company to this day and offer one of the broadest field seed portfolios in Western Canada, including cereals, pulses, canola, corn and more. We are proud to produce, market and sell the very best in seed. Seed that is the product of strategic partnerships with global seed developers to bring the best traits to Western Canada.

Position Summary

CANTERRA SEEDS is looking for a motivated self-starter to support the marketing team. Reporting directly to the Marketing Manager, the successful candidate's responsibilities will include:

- Planning and execution of marketing strategies
- Managing events including tradeshow, plot tours and customer meetings
- Drafting, editing, and distributing corporate communications and presentations
- Coordinating corporate promotional materials
- Supporting corporate website updates, CRM strategy and social media
- Assisting sales team in executing positive customer experience tactics
- Some travel may be required to fulfill the needs of the position

Education & Experience

- Bachelor's degree or diploma in Marketing, Creative Communications, Business Administration, Agriculture or 2+ years of equivalent marketing or customer service experience
- Proficiency in Microsoft Office suite
- Experience with or willingness to learn Adobe Creative Suite and/or HubSpot CRM platform
- Background and/or relevant work experience in agriculture are considered an asset

Skills & Abilities

- Ready and willing to learn and grow in a corporate environment
- Exceptional attention to detail, written and verbal communication skills
- Strong interpersonal skills with the ability to work effectively in a team environment and build relationships with a variety of people, including partners and customers
- Advanced organizational skills, adept at managing and prioritizing multiple tasks with competing deadlines, with minimal supervision
- Professional and responsive with a positive work attitude

Benefits of working for CANTERRA SEEDS

- Great team and culture where your voice is heard - the successful candidate will be empowered to bring new and innovative ideas to the business
- An opportunity to liaise with industry-leading people and partners
- Flexible, hybrid work model (balance of in-office and work from home schedule)
- Competitive compensation and bonus package
- Extensive range of health and wellness benefits as well as life insurance and sponsored DPSP matching plans.
- Family medical, dental and prescription coverage
- Retirement plan
- Paid vacation days and professional development opportunities

A competitive salary will be offered. This job posting is open until October 12, 2022.

Please apply with resume and cover letter to:

Renee McMillan

Marketing Manager

CANTERRA SEEDS

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