



POSITION DESCRIPTION

JOB TITLE: Senior Brand Manager

DEPARTMENT: Marketing

REPORTING TO: Director of Marketing

Reporting to the Director of Marketing, the **Senior Brand Manager** will be responsible for creating consumer demand for product lines that are the primary growth opportunities for the brand. You are a proven thought leader who is also capable of leading cross-functional teams and agencies to execute strategic plans, brand building initiatives, and launches that optimize product lines and deliver sustainable profit growth. You are adept at providing leadership at levels and departments above, across and below theirs, and throughout the entire organization.

JOB RESPONSIBILITIES:

Technical: analytics, portfolio mix, innovation, communication planning & execution, category/sales support

- Lead annual planning for your categories, collaborating across key departments
- Category Management: develop & execute (via Sales Team) pricing, promotion, merchandising, and shelving program recommendations to support category and meet business objectives.
- Campaign Execution: execute multiple category marketing plans throughout year. Integrate activities of key departments, monitor timelines and effectiveness of tactical plans. Recommend corrective action as needed
- Frequently analyze category pricing, promotion, and competition utilizing internal and external data sources to report on performance
- Profitable portfolio management: identify, prioritize & exploit opportunities to benefit internally (volume/GP\$) and/or externally (customers/consumers)
- Implement flawless go-to-market plans for innovative line extensions and new products
- Recommend, implement, and analyze qualitative and quantitative research when needed
- Optimize profit margins for assigned product lines and contribute to corporate gross margin gains
- Manage respective portion of marketing budget

Leadership & Communication: cross-functional leadership, agency management, risk/business updates to SLT

- Create and align senior management to strategic category plans, business updates, and project risks
- Collaborate with team members and external agencies to understand, align and activate against communication campaigns and innovation
- Frequently communicates opportunities and risks to all areas of organization, including Sales Team
- Very strong business communications skills, ability to influence and detail orientation
- Exhibit leadership and accountability; has the ability to move a team towards a common goal through a respectful, collaborative approach
- Lead development and coaching of junior team member

What Will Make You Successful in This Role:

- 5-7 years of consumer product brand management experience, preferably in the food industry
- Consistently achieves results and is resilient in tough circumstances
- A proven builder with initiative, flexibility and can-do attitude
- You're adaptable and can tackle competing priorities resourcefully, see solutions that others don't see, and learns quickly from experiences
- P&L experience a must
- Strong influencer, skillful collaborator among peers, with experience in a matrix management environment
- Has the courage to step up and address complex issues in a respectful and collaborative manner
- A strong executer, who competes to win, stays laser-focused on the right results, and plans for contingencies
- Outgoing, enthusiastic, and engaging along with a passion for natural food products
- Strong understanding of the US CPG market, and dynamic between company, customer as well as consumer
- MBA highly desirable

BENEFITS

- Competitive compensation
- Extended Health benefits fully paid by Daiya for your family
- 3 weeks' vacation
- RRSP matching your retirement contributions
- Annual personal health and wellness fund
- Fun and creative environment
- Inspiring and innovative work
- Smart and passionate teams
- Making people and the planet a healthier place

HOW TO APPLY

Please submit your application to careers@daiyafoods.com with "Senior Brand Manager" on the subject line.