



As the only Canadian National Agri-Retail Association, we produce programs and services, protect members' rights and interests and are a proud, active supporter of the agriculture industry. CAAR represents agri-retailers who actively support Canadian growers in the production of the highest quality food possible by protecting food quality, farm productivity, and the long term sustainability of our industry.

Sales & Marketing Manager
Winnipeg, Manitoba

Reporting to the Executive Director, the Sales & Marketing Manager will work closely with the CAAR staff members as the primary lead of CAAR deliverables for stakeholders and members.

Duties and Responsibilities:

- Development, implementation and execute a strategic plan for membership, services, and training & regulatory support
- Develop and communicate CAAR membership strategies including membership analytics, trends, demographics, and emerging value propositions.
- Identify and promote subject matters of interest in the advertising and editorial opportunities in the CAAR Communicator quarterly publication
- Manage and track CAAR sales and marketing campaigns that include: Membership, Services, Communications, Conference Sponsorship and Auction
- Develop and lead member and non-member ag-retailer outreach campaigns
- CAAR regulatory subject matter lead of agri-retailer regulations and compliance
- Provide update content to Communications Manager for CAAR Network and Member Alerts
- Work closely with Communications Manager and third party Agency for production reviews
- Support CAAR Conference and associated events as well as supporting subcommittees of conference associated events

Qualifications:

- Degree or Diploma Agriculture or Business Administration.
- Proficient in Microsoft Office
- Minimum 5 years in a Sales & Marketing position
- Experience in communications and leadership with budgetary responsibilities
- Strong analytical, communication and negotiating skills.
- Ability to manage and direct multiple project concurrently
- Clearly convey concepts to creative and production teams, agency partners and stakeholders
- Agriculture experience is an asset
- Ability to travel

Please submit resume and cover letter no later than December 17, 2018 to CAAR Careers: info@caar.org
We thank all those that apply, but only applicants that meet the qualifications will be contacted for an interview.