



Crofters Food Ltd.  
470 Oastler Park Drive, Seguin, ON P2A 2W8

Crofters is growing and we are seeking an energetic, reliable & flexible team player to join our Team. Here's your chance to join a highly skilled team of professionals at one of North America's pioneering brands in the organic food movement! Crofters Food Ltd, known in the grocery aisles as Crofters Organic Fruit Spreads, is the leading manufacturer of organic jams, jellies and fruit spreads in North America. Headquartered in picturesque Parry Sound, Ontario, about two hours north of Toronto, we manufacture a vast array of fruit-based spreads sold in stores across Canada, the United States, and select international markets. From the way we source our fruit, to the way we carefully manufacture our products using forward-thinking sustainable processing techniques, to our innovative, health-conscious formulations, every aspect of our operations receives the care and attention they deserve. A small but mighty team, with the support of a US based private equity firm, join us as we look to aggressively scale our business on our mission to become one of the leading organic food brands in North America.

#### **Position Overview:**

**The Senior Director of Marketing and Innovation** is responsible for driving growth by creating and executing strategies that strengthen the Crofters Organic brand and deliver new product innovation. As the leader of the marketing and innovation functions this role requires a strong understanding of consumer behavior, market strategy, and the ability to develop and execute effective marketing campaigns.

This position reports directly to the CEO and manages the marketing and innovation teams. The duties and responsibilities of the **Senior Director of Marketing and Innovation** are:

1. Define short- and long-term marketing goals aligned to the organization's strategic plan and in partnership with the Executive Leadership Team (ELT)
2. Create a holistic annual marketing plan to achieve the organization's near-term goals while supporting the longer-term vision, with input from cross functional teams, including sales.
3. Develop brand communication strategies and identify appropriate tactics in support of the annual marketing plan.
4. Define, document, and evolve brand governance vehicles (Brand: essence, guardrails, positioning statement, etc) ensuring position consistency and effective activation.
5. Create and execute marketing campaigns across various channels, such as digital, in-store, social, etc. tied to specific marketing goals.
6. Define and manage the marketing and innovation budgets as approved by the ELT.

7. Select and manage agency partners for specific needs leveraging tools for communication and alignment such as creative briefs.
8. Set short- and long-term innovation goals and develop strategies to achieve in partnership with the ELT.
9. Manage external innovation resources and projects to on-time delivery in support of strategic initiatives.
10. Conduct market research and analysis to identify new opportunities and customer insight and behavior. This includes analyzing data of existing market data, competitive intelligence, and consumer research, trends and demands. Leverage syndicated data to understand broad market trends & enable analysis.
11. Actively lead, manage and inspire the marketing and innovation teams, by setting clear priorities, providing guidance, and opportunities for professional development while fostering a supportive work environment that encourages collaboration, innovation and continuous improvement.
12. Monitor and elevate performance of direct reports, providing regular feedback and conducting annual performance reviews,
13. Perform other duties as assigned by the CEO from time to time.

**Additional qualifications include the following:**

- MBA Degree in Marketing with a minimum of ten (10) years of progressively responsible experience within the CPG industry, ideally food
- Experience working within both large and more entrepreneurial organizations preferred.
- Proven track record developing and activating marketing strategies that achieved stated goals.
- Experience managing agency partners
- Ability to work through ambiguity
- Excellent research, analytical, and problem-solving skills.
- Ability to effectively communicate ideas at various levels across the organization and collaborate with internal teams.

**Job type:** Full-time, Permanent. Remote or On Site

**Benefits:** Basic Benefit Plan including Health and Medical, Vision Care, Dental, Wellness & Preventative Services. RSP and Bonus Program.

Please submit your resume to [hr@croftersorganic.com](mailto:hr@croftersorganic.com) indicating your experience and interests. Crofter's Food Ltd. welcomes and encourages applications from people with disabilities.

Accommodations are available on request for candidates taking part in all aspects of the selection process.