



Are you a web-savvy, pet-loving Marketing Manager? You've come to the right place.....

Do you enjoy a challenge? Would you like to be part of a progressive company? Then this position could be a fit for you.

We are a growing, fast paced manufacturer and distributor of pet and sport equipment. We are seeking an experienced **Marketing Manager** for our Pet Division who has a strong desire to learn and grow with our company.

Reporting directly to the Vice President Sales & Marketing, this position is responsible for establishing and maintaining marketing strategies to meet organizational directives; effective management of the overall marketing activities for the Company, including: online and social media, merchandising, and trade marketing activities.

The ideal candidate will possess a degree or diploma, preferably in business or marketing or an equivalent professional qualification as well as proven experience in customer and market research and experience in all aspects of developing and maintaining marketing strategies.

RC Products is a company committed to a culture of teamwork and growth together. Our ideal candidate will have a clear understanding of the challenges and opportunities that a small to medium sized business can face. Our final decision will be based on cultural fit first and skills and qualifications second.

The successful candidate will have excellent organizational and communication skills; will have a high energy level and be a fully committed team player.

If this sounds like you please forward your resume to:

jobs@rcpower.com

RC Products Ltd.

#104-310 East Kent Ave. S

Vancouver, BC V5X 4N6

www.rcpets.com

www.rcpower.com

If you are interested in this job please apply. Or, if you know of someone else who might be interested, please send this job to a friend.

Main Job Tasks and Responsibilities

- Works with the VP Sales & Marketing to develop a long term marketing plan and related sales support, and facilitates effective implementation to ensure the long term profitability and growth of the Pet Division;
- Manages all aspects of the RC Pet Products web-site. From design and lay out to the internal mechanics of the site;
- Manages and coordinates all marketing, advertising and promotional activities, including social media;
- Supports sales activities for the Pet Division, ensuring sales targets are met or exceeded;
- Plans, organizes and manages RC Pet Products' participation in trade shows and attend shows as required;
- Works with the Controller and the VP Sales & Marketing to manage and control annual marketing budget;
- As a key member of the organization's team, participates in planning the strategic direction of the business and contributes to managerial and operational decision-making in meeting goals and objectives;
- Manages image library for CE to use in all marketing projects;
- Analysis of customer research, current market conditions and competitor information; and
- Monitors, reviews and reports on all marketing activity and results.

Education and Experience

- Business or marketing-related degree or equivalent professional qualification.
- Experience in all aspects of developing and maintaining marketing strategies.
- Established marketing skills.
- Proven experience in customer and market research.
- Relevant product and industry knowledge.
- Experience with relevant software applications.
- Considerable consumer product marketing experience.
- French as a second language an asset.

Knowledge, Abilities and Skills

- Good knowledge and understanding of the design, production, selling, inventory management and marketing of consumer products.
- Good understanding of costing, margins, budgeting and cash flow.
- Computer graphics and photography.
- Ability to sell product and present the organization and oneself in a positive, business-like manner.
- Ability to develop strong working relationships with customers, marketing and sales. representatives, other colleagues in the industry and staff in order to achieve results.
- Ability to appreciate and understand the opportunities, challenges and limitations of a small business.
- Ability to work as a member of a team and be flexible in undertaking a variety of duties that will contribute to the success of the organization.
- Ability to work with computer applications associated with the sales, marketing and inventory management of product, including Excel.
- Proficiency in Adobe creative suite (PC platform).
- Knowledge of Adobe Creative Suite: Illustrator, Photoshop and InDesign.
- Experience with a DSLR camera and basic catalogue photography techniques an asset.
- Well-developed strategic thinking, conceptual, problem solving and decision-making abilities.
- Strong leadership, communication and interpersonal skills.
- Strong business acumen.
- Ability to work long hours during peak period.