



Job Title: Marketing Specialist

Permanent, full-time role with Bushel Plus Ltd.

Reporting to: Director, Global Marketing

About Bushel Plus:

Bushel Plus is THE Harvest Optimization Company, dedicated to developing innovative products and specialized training programs that are reducing harvest losses across the globe.

The Marketing Specialist plays an integral role in positioning Bushel Plus as the leader in harvest optimization, supporting the company as it continues to grow globally. Join the team of people who work each day to bring products and solutions to market that help to feed the world by reducing waste in the food supply chain.

The Role:

This position requires a creative and strategic person with a passion for connecting companies with global audiences.

The **Marketing Specialist** for Bushel Plus Ltd. plays an integral part in organizing events worldwide, procuring brand products, and coordinating logistics for trade shows across North America. This position supports the brand image that Bushel Plus Ltd. presents to the public. Additionally, the role is responsible for graphic design, social media content design, website maintenance, management of e-mail marketing, and communicating with outsourced advertising agencies. The Marketing Coordinator will contribute daily to the strong brand awareness of Bushel Plus Ltd. and will work closely with team members both in and outside the organization to bring ideas to life.

This role will report directly to the Director of Global Marketing.

The role requires that the incumbent be able to organize workflow, communicate with accuracy, and bring projects to completion.

Position Responsibilities:

40% Marketing Management

- Work closely with advertising agencies to manage campaigns and campaign success.
- Communicate and report to management on the results and impact of campaigns.
- Execute a content marketing strategy that includes collecting and publishing studies and test data.
- Monitor competitor behaviour in the market and report to Management.
- Manage and execute an effective e-mail marketing strategy.
- Support the creation of SOP's for the marketing department.

30% Trade Shows, Events, Sponsorships, and Community Relations

- Manage tradeshow registrations across North America; includes effective communication with tradeshow managers and event staff.
- Coordinate all trade show logistics including travel, accommodations, and scheduling for company representatives.
- Organize and coordinate products and promotional items used at shows; including the shipping of products as required.
- Occasionally attend trade shows, representing the company and engaging with the public.
- Assist with the organization and planning of events; both internal and community facing.
- Manage the allocation of sponsorships and donations including assisting with, and being aware of, donations budget.
- Assist with public relations to maintain a strong, positive presence in the community.
- Effectively manage a wide range of promotional items including the selection, ordering, organization, storage, use, and allocation of such.

30% Brand Image and Design

- Champion the brand guidelines and manage the brand image of Bushel Plus Ltd.
- Assist with the graphic design for print and digital advertising; utilize platforms such as Adobe Suite, In Design, etc.
- Edit or proofread all print and digital assets to ensure accuracy in messaging.
- Develop graphics for social media imagery and perform ongoing social listening
- Perform website updates and regular maintenance, utilizing WordPress.
- Manage the updates and printing of all sales materials.

Qualifications

- A minimum of 2 years' experience working in a marketing position.
- A degree or certification in Marketing from a college or university.
- Graphic and Website Design Certification or equivalent experience.
- Possession of a valid class 5 driver's license.

- Possession of a valid passport with the ability to travel internationally.
- Experience and/or understanding of the agriculture industry is considered an asset.
- Strong organization skills are required.
- Positive attitudes who thrive in fast-paced work environments are required.

Work Conditions

- Travel will be required at times.
- A hybrid remote/in-office work arrangement is available.
- Sitting for long periods of time at a workstation.
- Lifting and moving packages of up to 50 lbs.
- Engaging and communicating with the public.

Bushel Plus is an equal-opportunity employer committed to diversity and inclusion in the workplace. We encourage applications from all qualified individuals.

To apply for the position of Marketing Specialist at Bushel Plus please send your cover letter and resume to Lyndsay@curbridge.ca