



<b>Job Title</b>	Assistant Brand Manager
<b>Organization</b>	Island Abbey Foods
<b>Division</b>	Head Office
<b>Location</b>	Charlottetown / Prince Edward Island

At Honibe®, we care about delivering affordable, real health benefits to all ages using 100% Canadian honey and the best ingredients backed by science and nature. As the Assistant Brand Manager, you will be supporting the Canadian marketing strategies of the global award winning Honibe® brand. This role reports to the Director of Marketing.

### **Responsibilities**

The duties will consist of, but not be limited to, the following:

- Support the execution of all Honibe marketing programs including print, digital, social media and out of home activities
- Develop and manage inventory of all trade marketing materials including but not limited to sell sheets, printed coupons, in-store displays, branded merch and flyer ads
- Assist in growing the Honibe ambassador team by identifying new ambassadors, negotiating partnership activities and managing ongoing communication with partners
- Develop and maintain Brand Guide
- Create and manage inventory of branded merchandise for internal and external teams
- Participate with the Sales team in trade shows and conference event marketing
- Help drive the brand innovation pipeline by performing regular market analyses
- Work with external research partners to conduct and analyze consumer research
- Manage new packaging development, tracking internal changes / version control, and coordinating with outside resources such as designers and advertising agencies
- Create sales support materials including pitch decks, launch kits and product mock-ups
- Maintain up-to-date Product Order Forms and GS1 listings

### **Qualifications**

- Bachelor's degree (or equivalent experience) in marketing or business
- 2-4 years experience in marketing or advertising. CPG or ad agency experience preferred.
- Ability to prioritize and manage multiple projects simultaneously, and follow through on issues in a timely manner
- Effective written and verbal communication skills
- A high level of attention to detail
- Ability to work effectively within a team and independently
- Competency in Microsoft applications including Word, Excel, Powerpoint and Outlook
- Strong project management and organization skills

### **WORK AUTHORIZATION:**

Must have proof of eligibility to work in Canada



**PHYSICAL ASPECTS OF POSITION (INCLUDES BUT IS NOT LIMITED TO):**

This position requires the ability to:

Sitting for an extended period of time

Life up to 30 lbs

**HOW TO APPLY:**

For consideration, applicants must email resume to: [HR@honibe.com](mailto:HR@honibe.com) prior to **February 7, 2020**. Please include your CV and a Cover Letter that clearly demonstrates how you meet the criteria outlined above.

*We thank all interested applicants; however, only those candidates being considered for an interview will be contacted.*