

Sales and Marketing Manager

Borden-Carleton, Prince Edward Island · Manufacturing

We are looking for an experienced Sales and Marketing Manager professional to join our vibrant team to spread the word that we're on a mission to make handheld comfort food for fuelling epic adventures near and abroad!

This is a position with our new Borden-Carleton location, part of the Food Works manufacturing hub facility.

This is a new position with the company with flexibility built in to grow and evolve as we do! With the right person in this position it has the option to grow into full time, and there is office space available on site.

Hourly Wage and Benefits

\$18-\$22 hour for **10-20 hours per week** to start, based on experience, option for remote work and flexible hours available

Anticipated start date

October 2023

What You'll Be Doing

Working under the direction of Owner/CEO Sarah Bennetto O'Brien:

- Lead the development and execution of sales and marketing campaigns to support the main product stream, product launches and exclusive promotions. This includes large grocery chains, foodservice hot handpie programs, and exploring branded retail opportunities (Pie Holes!);
- Create and publish all marketing materials, with the assistance of our on-call design company;
- Planning and executing social media posts for our retail shop and for the company accounts;
- Assist with the development and design of new packaging, merchandising, advertising programs and trade show presentations;
- Represent the Handpie Company brand by exhibiting genuine interest in others, an openness to diverse viewpoints; and a drive for results balanced with a spirit of lightheartedness;
- Cultivate, foster and build key customer and sales relationships;
- **Establish and nurture strong relationship with retail grocery broker(s) to foster profitable sales in retail sector; experience with large grocery chain retail negotiations is a definite asset;**

- Conduct competitive analysis, product promotion and pricing for assigned products;
- Maximize customer reach and touch points by leveraging various in-store and online communications tools and adapt consistent creative and messaging on brand throughout mediums;
- Lead the planning and implementation of promotional campaigns;
- Provide marketing support for customer presentations, customer visits, food events, and trade shows;
- Maintain effective internal communications to ensure that all relevant team members are kept informed of marketing objectives;
- Report on new product performance, promotional activity tracking and marketing initiative updates;

Qualifications

- Completion of a post-secondary degree or diploma in business, marketing, or a related field;
- Progressive marketing experience, preferably in the food and beverage industry;
- Strong digital marketing, design, social media skills paired with the ability to run a trade show booth;
- Experience with large grocery chain marketing and negotiations;
- An understanding of the Canadian food market is considered a strong asset;
- Strong project management, time management, and multi-tasking skills;
- Success with sales targets, sales processes, and sales meetings;
- Ability to travel - growing the handpie empire fuels you;
- Integrity, work ethic, time management, attention to detail, problem-solving, and team player.

Open Application Process

No closing date set yet so please feel free to submit your resume for review/consideration.

Join us and become part of our amazing and diverse crew!

The Handpie Company is fully committed to creating an inclusive environment and building a team that represents a variety of backgrounds, perspectives, and skills. All qualified applicants will receive consideration for employment without regard to age, race, religion, ethnicity, gender, disability, citizenship status, marital status, actual or perceived sexual orientation. We thank all applicants for their interest but wish to advise that only those selected for an interview will be contacted.

Who We Are

The Handpie Company was established in Prince Edward Island in 2017 with a focus on creating sweet and savoury hand-held pies made with quality local ingredients. Our diverse and dedicated team operates across two locations, a retail site located in Albany, PE and a federally certified production facility in Borden-Carleton, PE. These two sites help widen our distribution to reach our loyal fan base – both locally and nationally.

Apply Today!

Email your resume and cover letter to: Sarah@handpie.ca