



MARKETING & SALES COORDINATOR – SOLNUL®

We're seeking a Marketing and Sales Coordinator to help us expand our B2B reach, build strong partnerships, and share our mission with the industry. If you thrive in dynamic environments and are excited to work at the cutting edge of microbiome innovation, join us and help make a lasting impact on global wellness while trailblazing the resistant starch category.

We are a small team so let's be clear. This is strategy and execution. We need someone who can roll up their sleeves and isn't afraid to get their hands dirty - in fact, it excites them.

The Role:

As the Marketing and Sales Coordinator for Solnul®, you will be a pivotal part of a dynamic team driving the growth of a leading prebiotic branded ingredient. This role offers the chance to blend creativity with analytical prowess across various platforms and initiatives. Perfect for those who excel in fast-paced environments, you'll spearhead marketing activities, maintain our CRM system, and support a proactive sales team, all while ensuring optimal customer engagement and satisfaction.

You will work closely with the Solnul® team to manage social media channels and execute email marketing campaigns that boost engagement and generate leads. You'll serve as a key link between the marketing and sales teams, ensuring alignment on content strategy while delivering a consistent, engaging, and seamless experience for our customers across all brand touchpoints.

If you have an interest in the supplement, food and beverage industry or health and wellness it would set you apart from other candidates. In this role, you will have the potential opportunity to serve innovative gut health and supplement consumer brands that are revolutionizing the marketplace.



What We Can Offer You:

- This is a hybrid opportunity with regular in-person team meetings in Winnipeg.
- Competitive wage offering - \$60,000 - \$70,000 depending on skills / experience.
- Development / learning opportunities.
- Extended health benefits and health spending account.
- Paid sick time
- RRSP matching contributions

What You Will Do:

- **Digital Marketing:** Coordinate and execute digital marketing campaigns across various online platforms. Regularly update the company's website with fresh content and ensure that all product information is accurate and SEO-optimized.
- **Content Creation:** Assist in creating, distributing and maintaining marketing materials and communications, including newsletters, email campaigns, blogposts, white papers, infographics, online promotions, and more.
- **Social Media Engagement:** Lead and grow the company's presence on social media platforms including LinkedIn, Facebook, Instagram, and industry-specific forums. Create engaging content that promotes our products and services to a targeted professional and educated audience.
- **Trade Event Coordination:** Help organize and manage participation in industry trade shows, conferences, and other marketing events.
- **Customer Relationship Management (CRM) Ownership:** Oversee the daily maintenance of the CRM system. Ensure data is accurate and up to date, facilitating smooth sales operations and effective customer engagement strategies.
- **General Support:** reporting, website forum administration, and other support to the sales team as assigned.



What You Will Need:

- Bachelor's degree in Marketing, Business Administration, or related field.
- Proven experience in a marketing or sales role, preferably in a B2B environment.
- Strong familiarity with digital marketing tools and platforms.
- Excellent communication and interpersonal skills, with the ability to engage effectively with customers and team members.
- Familiarity with social media platforms, especially but not limited to LinkedIn.
- Passion for nutrition, health and natural products.

APPLY TODAY!

To apply for this opportunity please send your cover letter and resume to hr@manitobastarch.ca.

Only the applicants who are selected for further consideration will be contacted. We thank all jobseekers for their interest and potential application.