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## MARKETING SPECIALIST

genAG is a family company that believes every person should have the opportunity to use their skills and passion in ways that are fulfilling, productive, and which build a sustainable future for all stakeholders. We also believe every person deserves a high standard of respect and support from their employer, as well as from their 'workplace family'. It is our company policy and practice to demonstrate this kind of support and respects towards each other through the 'workplace family', as well as to those we serve outside our walls. There should be nothing more important to us than the wellbeing of our staff and our customers. 'Success' comes through our working and growing together and through our service to others. 'Service' is a pillar upon which we've chosen to build our business, and which leads us to find purpose, fulfilment, and endless opportunity.

genAG is looking for a Marketing Specialist. A marketing specialist is responsible for researching, developing, and executing marketing campaigns. Their primary objective is identifying and connecting with the company's target audience. Marketing professionals work closely with the team to build the internal and external brand.

### RESPONSIBILITIES:

- Digital Marketing Management (social media, websites, email campaigns, search engines)
- Internal and External Content Creation
- Event Planning and Execution
- Promotional Materials
- Fleet Management as it Pertains to Marketing
- Internal Document Management
- Company Apparel Management
- Monitor Digital Media KPIs to optimize Targeted Results
- Departmental Marketing Campaigns
- Weekly Travel to all genAG Locations in Manitoba
- Additional Responsibilities Assigned by Store Managers / Owners
- Attend Pertinent Meetings and Lead Marketing Meetings
- Work in Alignment with our Company Values

### QUALIFICATIONS:



- Familiar with digital advertising and experience with paid advertising platforms (Google Ads, Twitter Ads, Meta Ads Manager)
- Skilled at using MS Office (excel particularly)
- Graphic Design experience in a design platform (Adobe Photoshop/Illustrator)
- At least 2 years experience in a Marketing or Marketing related position an asset
- Excellent organizational skills
- Creative individual with a comfort in working outside the box
- Excellent communication skills
- Strong customer service relations
- Able to work well under pressure
- Flexible and Creative Individual

#### SAFETY RESPONSIBILITIES:

- Following safe work procedures
- Understand and follow legislation and workplace safety and health requirements
- Report unsafe acts and workplace hazards
- Report accidents, near misses, injuries or illnesses immediately
- Work and act safely and helping others to work and act safely
- Co-operate with the workplace safety and health committee and others on safety and health issues.

#### COMPENSATION:

- Competitive wages
- Continuous training and development program
- Group benefits:
  - Life Insurance
  - Short term and Long term disability
  - Extended Health Care
  - Vision
  - Dental
  - Employee Assistance Program
- Great work environment
- RRSP matching program

All resumes can be submitted by emailing [HR@genag.com](mailto:HR@genag.com). We thank all those who apply, but only those who are selected for an interview will be contacted.

At genAG we believe that at the heart of a great business is a team of people who treat one another with respect and grace, have a hunger to develop personally and professionally, can incorporate fun and laughter into everyday life, are comfortable with trying new things and unconventional industry practices and who are positive and flexible in their approach.