



Career Opportunity

Marketing Specialist

The Neerlandia Co-op is hiring a part-time Marketing Specialist for our single site location in Neerlandia, Alberta. Hybrid or remote work may be considered for the right candidate.

Who we are:

The Neerlandia Co-op was established over 100 years ago! As a co-operative, we believe in working together to serve our community; we deliver all profits back to our members and continue to invest in infrastructure to ensure we can serve for many years to come. To learn more about who we are and how you can help bring our brand to life, visit us at www.neerlandiacoop.com.

What you'll do:

You'll primarily be responsible for creating the Marketing material for the Neerlandia Co-op; engaging all department managers on a regular schedule to determine marketing promotions and campaigns. You'll assist in planning quarterly and annual sales and marketing plans and developing and executing community relation strategies facilitating our efforts to be an active participant in the community and support local initiatives. You'll participate in and collect market research to ensure competitiveness in the marketplace and best marketing practices.

- Marketing activities across commodity lines; planning and executing marketing strategy discussions, internal & external communications, social media & website management, advertising liaison, creating and designing advertising for promotions & campaigns, and Team Book (centralized promotional material) ordering.
- Facilitating our relationship with the FCL Customer Experience team with the goal of improving our customer relationship strategy (E.g., membership application and onboarding procedures).
- Assisting in developing and executing a Community Relations strategy meant to build brand awareness within the communities we serve. Facilitate our participation in and support of (I.e., donations and sponsorships) community events and campaigns.
- May require travel across our trading area to attend and support community events.
- Participating in and collecting market research to ensure competitiveness and best marketing practices.
- Other tasks as required.

Why it matters:

Our team provides a range of products and services to support our member-owners. Through the work that we do, we help to build, fuel, feed and grow Western Canadian communities together.



Who you are:

You are looking for a career in Sales & Marketing and:

- Post-secondary education (certificate, diploma, or degree) in Business with a focus in marketing and demonstrated ability in marketing with 1-3 years experience preferred.
- Combination of relevant experience and/or education may be considered.
- Possess strong attention to detail as well as strong organizational, interpersonal, and communication skills.
- Have a valid driver's license.
- Adept at using Microsoft Office Suite of products as well as advance knowledge of Social Media platforms.
- Experience working with graphic design software considered an asset.
- Thrive on continuous learning.
- You are honest and trustworthy, results-oriented, and strive to do your best.
- Believe in building relationships and collaborating to deliver solutions that matter most, and you recognize the value that different perspectives bring to meet shared objectives.

Our Team Members receive competitive salaries, a comprehensive benefits package, and an employer-contributed pension plan. We encourage our Team Members to take advantage of learning opportunities, to grow and develop, and to foster a culture of teamwork and innovation. For the right candidate we will consider reimbursing some relocation costs.

Apply online or by email hr@neerlandiacoop.com for more information.

We thank all candidates for their interest; however, only those selected to continue in the recruitment process will be contacted.