
Position:	Marketing Generalist
Company:	Ontario Greenhouse Vegetable Growers
Status:	Permanent, full-time position
Relevant Work Experience:	Knowledge of produce industry 2 years marketing experience essential
Education:	Marketing diploma at the college level or equivalent education and experience
Salary:	Commensurate on experience w/ benefits
Location:	Leamington, ON

The Ontario Greenhouse Vegetable Growers (OGVG) has an immediate need for a **Marketing Generalist**. OGVG is a not-for-profit organization representing Ontario's 200 plus growers of greenhouse tomatoes, peppers and cucumbers. Established in 1967, we have the authority to set regulations providing for the control of production and marketing of greenhouse vegetables. We also conduct research, market promotion and advocate on behalf of our members. As we continue to grow, we are looking for someone who enjoys a hands-on job in a fast-paced, team-oriented environment.

Job Description:

Reporting to the Marketing leader, this position will be involved in the marketing activities that support the members of OGVG and the promotion of Ontario greenhouse vegetables in our local Canadian markets as well as the broader retail and foodservice sectors across North America and beyond. This position will help deliver our educational and generic promotional activities, utilizing trade shows, in-store demonstrations, advertising campaigns and promotions to name a few. We also look for this position to support OGVG objectives in communications by assisting in the management of our website and social media content. This is an extremely dynamic sector, and we are looking for someone who can help differentiate the Ontario greenhouse sector in a very competitive and ever-changing marketplace.

Duties/Responsibilities:

- 🍅 Help develop materials relevant to the Stakeholder contributions to and for the greater good of the sector
- 🍅 With the Marketing leader, will be a staff resource to the OGVG Marketing Committee, whose main role is to recommend and monitor the marketing programs for the OGVG.
- 🍅 Assists the Marketing Leader in the implementation of OGVG marketing initiatives including, but not limited to, in-store demonstrations, tradeshow, promotions, advertising campaigns and agricultural education programs.
- 🍅 Assists in the creation of new marketing materials and promotional items.
- 🍅 Assists in the research of new ideas for marketing programs and campaigns.
- 🍅 Organizes and coordinates OGVG special events as required (i.e. trade show receptions and booths)

Marketing Generalist

- 🍅 Implements and co-ordinates use of OGVG marketing materials, including The Taste of Ontario Gourmet recipe book, point-of-sale cards, signage, posters, brochures, etc.
- 🍅 Assist in organizing of marketing assets as needed.
- 🍅 Observes and respects the OGVG code of conduct while in his/her undertakings on behalf of the organization

Other Duties

- 🌱 Co-ordinates all OGVG recipes, film and photography use by stakeholders and media.
- 🌱 Helps co-ordinate OGVG recipe, film and photography use by stakeholders and media.
- 🌱 Assists in the design of OGVG communications materials, including but not limited to media packages, quarterly fact sheets, quarterly report cards, various memos and press releases as required.
- 🌱 Assists in co-ordination, and development of OGVG Annual Report, presentations, and various other reports.
- 🌱 Organizes and posts approved OGVG website content and social media content.
- 🌱 Represents the sector at consumer and industry tradeshows and events as required,
- 🌱 Some travel may be required and may require work outside of normal business hours
- 🌱 Other duties /activities as they might from time to time arise.

Qualifications

An acceptable candidate should have a minimum of 2 years of experience in a marketing and/or communications role. The successful candidate should possess exceptional planning and organizational skills with an acute attention to detail. This individual should be able to conceptualize and design a comprehensive, multi-year marketing strategy and deliver programming in manner that is supportive of a category leading produce sector.

- 🌻 Preference will be given to candidates with a university/college degree in marketing and communications and previous work experience in agriculture, marketing, communications or the fresh produce sector is preferred.
- 🌻 Strong collaboration, facilitation, and team-building skills to foster effective partnerships
- 🌻 The ability to set priorities and meet objectives.
- 🌻 Project management and time management skills to lead / participate on concurrent projects.
- 🌻 Strong oral communication and interpersonal skills.
- 🌻 Knowledge /expertise of software applications including Microsoft Office, Excel, & Adobe InDesign
- 🌻 Valid "G" driver's license and vehicle.
- 🌻 Must be able and willing to travel internationally as required.
- 🌻 Must be able and willing to work overtime, including the occasional weekend as required.

Interested candidates should forward their cover letter and resume with subject line **MARKETING GENERALIST to Joseph Sbrocchi, General Manager (careers@ogvg.com) no later than **Friday July 29, 2022, at 5:00 pm.****

Ontario Greenhouse Vegetable Growers (OGVG) thanks all applicants for their interest, however only those selected for an interview will be contacted. OGVG encourages applications from all qualified candidates. When requested, OGVG will accommodate people with disabilities at all stages of the recruitment, assessment and hiring process.