



## **JOB POSTING**

*Public Relations & Events Manager*

### **The Opportunity:**

We have an exciting opportunity at **Genuine Health** for a Public Relations and Events Manager, with primary responsibility for the design, development, implementation and on-going measurement of all Genuine Health's public relations and special events (consumer & retailer) programs. Specifically this position is accountable for all spokespeople/health expert tours, shows (consumer & retailer), events, sponsorships and education both internal and external.

This position is a **fulltime contract for up to one year**, starting mid-April 2010.

### **About Genuine Health:**

At Genuine Health we are inspired by our customers, our people, our products and our passion for health. Our vision is to provide the most superior products for a healthy and vibrant life. Over the past ten years the company that started with one product is now one of the largest natural products companies in Canada. Our products are available across Canada in over 4000 stores and our business is currently expanding within the United States and Canada. We offer a positive working environment, competitive compensation and benefits, and the opportunity to contribute and succeed within a growing company.

### **Key Responsibilities Include (for both Canada & US business):**

- Develop an annual plan including Objectives, Strategies, Tactics and coordinate and execute all public relations and special events i.e. – trade and consumer shows, spokespeople tours, corporate promotions and athlete sponsorships.
- Develop Quarterly PR Communication Plans based on Categories Strategies and annual Genuine Health Activity Calendar.
- Coordinate all public relations communication including all content for magazine editorials.
- Develop and manage all budgets for special events including spokespeople tours.
- Measure the success of all programs through measurement and analysis of predetermined benchmarks including MRP analysis for all PR programs.
- Provide recommendations of which shows and events are best to participate in and partner with our key retailer partners.
- Provide on-site management and leadership at key events.
- Provide day-to-day focus for all sponsorship activities.
- Recommend specific program content and ensure quality control through overseeing all aspects of the content utilizing a specialist when required.
- Support on line social media initiatives by playing a support role to Community Manager, oversee and contribute recurrent content to holistically support our customers and corporate objectives including facebook, twitter and blogger outreach/recruitment



**Skills and Qualifications:**

- University degree in Business or Marketing
- 5+ years of Public Relations and Event planning experience
- Experience developing and managing budgets
- Excellent communication skills, both oral and written
- Strong organization and project management skills
- Natural health industry knowledge/experience an asset
- Experience in an entrepreneurial environment nice to have
- Ability to manage and prioritize multiple projects
- Strong sense of urgency
- Ability to work in a team environment as well as be self directed and self motivated
- Experience in on line social media

Should you or anyone you know be interested in an exciting opportunity with a dynamic organization, please submit your resume in confidence to [resumes@kirwingroup.ca](mailto:resumes@kirwingroup.ca). Genuine Health is an equal opportunity employer.