



Marketing Manager

Location: Toronto, Ontario

Closing Date for Applications: January 29, 2010

The Opportunity

Genuine Health is currently looking for a dynamic Marketing Manager. In this exciting role, you will be responsible for the planning, developing and directing of all national marketing efforts behind all brands and products as well as overseeing the daily activities of select members of the Marketing team.

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

- Analysis of consumer and customer research and devising strategies that will guide current and future product development.
- Develop an annual business review and quarterly and annual integrated marketing plans to determine core objectives, strategies and initiatives.
- Overseeing the activities of select specialists (internal and external) in all integrated marketing activities including advertising, sponsorships and research.
- Participate with Senior Management in the development of an overall Product Portfolio.

Skills and Qualifications

- A university degree in Business and/or Marketing
- Experience leading a team of Marketing professionals
- 7+ years experience in a Consumer Marketing or CPG role
- Strong Market Research and analysis skills
- Strategic thinker with strong business acumen
- Results oriented and experience working in a fast paced entrepreneurial environment
- Superior time management skills and ability to work on multiple projects
- Superior complex project management skills



- A self-starter, who can work both independently and within a team
- High attention to detail and deadlines
- Strong proficiency with computers– deep experience with MS Office Suite
- Excellent verbal/written communication skills.

We thank all applicants for their interest, however only those selected for an interview will be contacted. We are an equal opportunity employer.