



JOB ADVERTISEMENT: MARKETING & COMMUNICATIONS ASSOCIATE

Vive Crop Protection is seeking an experienced
Marketing & Communications Associate
in Mississauga, Ontario

Vive Crop Protection is creating new possibilities in crop protection. We strive for excellence and this is reflected in our people. As our business grows we are looking to attract individuals with the same vision. Join a team of dynamic, motivated and passionate people.

POSITION SUMMARY

- The Marketing & Communications Associate at Vive works independently, with direction from Vive's VP, Business Development, to develop and execute Vive's marketing communications strategy. This includes digital media, social media, sales collateral, trade show support, and brand development and positioning. The position also involves assisting in forecasting product demand for Vive's products.

SPECIFIC RESPONSIBILITIES INCLUDE:

- With Vive's agency of record, develop & execute on new marketing strategies and tactics, including for both digital and traditional media. Ensure that strategies and tactics are delivered on budget and on time
- Manage Vive's social media activities (Twitter, Facebook, LinkedIn)
- Use scientific results from customer and research trials and translate them into marketing & technical promotional literature, supported by Vive's Graphics Designer
- Coordinate training webinars for retailers, certified crop advisors, centres of influence, etc., supported by Vive's technical team as appropriate
- Develop Vive's displays & coordinate Vive's participation in trade shows and field days
- Manage Vive's primary demand creation activities, including e-blasts, digital and traditional advertising, direct mail campaigns, and other outreach campaigns
- Execute customer research such as surveys and focus groups
- Utilize Vive's customer information and other data to assist with customer segmentation, identify hot leads and maximize the impact of specific outreach tactics
- Work with the press, develop press releases, and supply content to various media representatives
- Evaluate the effectiveness of various marketing & communications tactics to improve organizational return on investment
- Provide backoffice support for Vive's sales and marketing team as needed

DECISION MAKING & ACCOUNTABILITY

- Works with direction from the VP, Business Development and uses judgment to ensure efficient use of support to meet and direct the company goals/needs
- Will be evaluated based on accuracy and proficiency of work as well as quality and impact of independent contributions





- Is accountable to Vive's VP, Business Development.

EDUCATION AND EXPERIENCE

- College or University degree in agriculture or marketing, communications, or journalism-related field
- 3+ years of experience working in agricultural marketing or agricultural communications

KNOWLEDGE, SKILLS & ABILITIES

- Detail oriented and highly organized
- Familiarity with both traditional and digital media tactics
- Knowledge of CRM tools and techniques
- Advanced computer skills, including Office and familiarity with graphic design software
- Extremely strong verbal and communications skills
- Understanding of farmer / ag retail perspectives
- Understanding of how modern crop protection products are used and applied
- Able to work both independently and in a team in a fast paced environment

WORKING CONDITIONS & LOCATION

- The majority of the work will be in an office environment
- The candidate is expected to travel in Canada and the United States to support Vive's trade shows and field days

HOURS AND REMUNERATION

- The work day is considered an 8 hour day, with flexible start times per Vive's HR policies
- The position is a full-time permanent position

To apply, send your resume to marketingassociate@vivecrop.com

We thank all applicants for their interest in joining our team; however, only those candidates selected for an interview will be contacted.

