



Brand Manager

Agency Brand Management – Vancouver, BC or Toronto, ON

Agency is Canada's only B Corp Certified Brand Management Company and we're here to cultivate change. We use business as a force for good—by changing what's on grocery store shelves. Our brands don't just make products. They make change.

The Opportunity:

We are seeking a positive, passionate, and detail-oriented Brand Manager. The Brand Manager contributes to the continued growth of Agency Brands by developing existing brands and identifying new brands. This is a cross-functional role that requires excellent relationship building skills, written and verbal presentation skills, and project management skills.

This is a full time, permanent, home office-based position.

The best of the best brand manager is:

- Creative – you see problems as challenges and immediately brainstorm solutions.
- Teachable – you're a passionate learner. You absorb new information, synthesize it and are excited to put it into action.
- Great Communicator – you understand that your brands and team need to feel heard before they're ready to hear suggestions.
- Driven – you don't leave success to chance. You're the person who makes that extra phone call, sends one last email, goes to a consumer show, visits a store and researches so your brands and team see you care through your actions.

Primary Duties:

- Brand Leadership- Able to define compelling brand vision, crusade for brands, translate and implement brand vision, aligning all stakeholders behind vision to maintain passion, energy & focus.
- Brand Strategy & Planning- Able to define and develop brand & portfolio strategy (within context of brand and Agency's strategy and objectives).
- Brand Communication- Develop, guide, and implement trainings, tools, and communication with brands for sales and marketing.
- Brand Activation- develop & implement promotional activities, define strategies and concepts, and transform them into initiatives
- Creativity- generate, inspire, and explore new and relevant ideas by thinking out-of-the-box, finding imaginative solutions, and fostering a creative spirit within both the organization and external partners.
- Business Acumen- can read, navigate, and understand the cost of bringing a product to market (forecasting, trade spend, retail CODB) and are able to influence brands to make the best decision for their growth and success. Leverage business insights and analytics across brands to gain alignment on business decisions. Make recommendations on improving resources, process, etc.
- Builds strong relationships with Sales Team to maximize promotional programs impact and sales initiatives; assesses and builds business solutions

- Work inter-dependently with key functional counterparts in Sales, Data and Brand to drive strategic projects forward

The Candidate:

Education and Experience

- 5+ years' experience working in food and beverage consumer-packaged goods(retail, distribution, manufacturing)
- 3+ years in a brand management role or similar
- Exhibits a deep understanding of and experience with data (manufacturer, distributor, IRI, SPINS, etc.) to effectively measure business performance and drive actions
- Experience leading and influencing cross-functional teams to successfully launch brands and line extensions preferred
- Ability to lead with confidence, gain consensus and influence others

Skills and Abilities

- Communicate in an honest, transparent, and authentic way
- Take ownership and responsibility for your actions, behaviors, and contributions
- Ability to self-manage and work autonomously within a group/team environment
- Ability to manage a high level of detail
- Manage changing priorities
- Highly organized
- A sound understanding of financial fundamentals
- Strong working knowledge of Microsoft Office Suite
- Driver's license in good standing with good driving record

In addition to an excellent company culture working with a passionate team of industry professionals that truly walk the talk—and a flexible schedule—Agency offers milage, phone and internet as well as excellent extended health benefits, Health & Wellness Spending Account, and Wellness days.

Submission:

Please send resume with cover letter to cultivatechange@agencybrands.ca. We thank everyone for their interest but only those being considered will be contacted. Visit us at www.agencybrands.ca to learn more!