



**CANADA PORK INTERNATIONAL**  
**CANADA PORC INTERNATIONAL**



## **VICE PRESIDENT – NATIONAL MARKETING PROGRAM**

Reporting to the President of Canada Pork International, the position is responsible for the development of the marketing strategy to develop the Canadian market for domestically produced pork and for the execution of the strategy, resulting in growth in consumption of Canadian Pork.

### **SUMMARY OF RESPONSIBILITIES**

- Develop the long-term strategic plan to support the growth of the overall Canadian pork market with respect to consumer confidence and consumption.
- Within scope of this strategy, develop the long term plan to specifically raise the profile of domestically produced pork, establishing a clearly differentiated position in the marketplace for Canadian Pork.
- Develop and implement yearly marketing plans that build towards the objectives defined in the long-term strategic plan.
- Develop key indicators to measure the success of the strategy

### **QUALIFICATIONS**

- A Bachelor's degree in Business, Marketing or related field OR a minimum of seven years of retail or food sector senior management experience
- Thorough understanding of the Canadian food retail industry
- Experience in the fresh meat or fresh food sector would be a plus
- Proven track record for achieving results
- Ability to execute contracts, manage budgets and evaluate performance
- Strong consumer and market research skills
- Strong negotiation skills are essential
- Computer proficiency with word processing, PowerPoint and Excel

If interested, please forward your application no later than December 20, 2011 to the attention of Mr. Jacques Pomerleau, President by e-mail [pomerleau@canadapork.com](mailto:pomerleau@canadapork.com) or by fax **613-236-6658**