

**PhiBer Manufacturing  
JOB DESCRIPTION**

Jan 7, 2025

**POSITION TITLE:** Marketing Manager

**SUMMARY OF THIS POSITION**

Under the supervision of the President, the incumbent will work to develop the PhiBer brand effectively tell the story of the company and increase brand awareness for target audiences. The position involves, but is not limited to, creating strategies to market PhiBer products, and creating initiatives to market other business goals.

**LOCATION:** In person at 108 New Hope Drive, Crystal City, MB.  
A hybrid position (onsite/offsite) may be considered for suitable candidates.

**OUTLINE OF DUTIES**

Branding

- Work with the President to determine branding goals and focus areas.
- Research and implement innovative ways to promote the PhiBer brand.
- Research, develop and update literature to accurately represent the PhiBer brand.
  - Develop ways to effectively tell the 'PhiBer story'.
- Ensure consistency in brand image on all platforms and prints. Including but not limited to:
  - Brochures
  - Company website
  - Social media platforms (to be managed by the Social Media Coordinator)
  - Inhouse documents and all other PhiBer prints.
- Communicate branding priorities and focus areas with the Social Media Coordinator.
- Work together with the President to plan for and order company-branded clothing and merchandise.

Marketing and Sales

- Collaborate with the President and Sales Department to determine marketing goals and priorities.
- Research and develop marketing strategies to effectively achieve PhiBer's business goals.
- Analyze trends in PhiBer's intended market.
  - Focus audiences include Canada, the United States and Australia.
- Research and implement innovative ways to promote product sales.
- Responsible for liaising with marketing and videography companies for advertisements.
- Prepare promotional multimedia and other promotional items for farm shows.
  - Create and update brochures and other prints as needed.
- Promotional merchandise creation, sourcing and proofing.

Perform other duties as requested. It will be the incumbent's duty to carry out the tasks in the most efficient and productive way possible.

### **COMMUNICATION LINES**

- President – Direction for marketing and branding priorities
- Sales Department – Collaboration for marketing and sales priorities
- Social Media Coordinator – Provide direction for social media platform(s)

### **SKILLS AND KNOWLEDGE**

1. Computer skills
2. Experience with graphic design
3. Experience with basic video creation and editing

The position requires the incumbent to have knowledge of and experience with the Microsoft Office package and Adobe Creative Suite. The ability to communicate well, both verbally and in writing, is required.

### Comprehension and Judgment

The work requires the ability to solve problems and to make independent decisions on a daily basis. This position will require a high degree of discretion and confidentiality.

### **CONTACTS**

The position requires frequent interaction with other employees and customers. Sound judgment, politeness, respect, and courtesy must be exercised at all times.

### **TRAVEL**

The position may require occasional travel.

### **REMUNERATION**

This position would be an hourly position. Wage will be dependent on prior education and experience.

### **BENEFITS**

This position would have access to

- Health – Comprehensive, includes vision care
- Dental – Basic coverage
- Retirement – Matching DPSP or TFSA, 2-year vesting period
- Annual vacation at 4% of gross earnings for the year; this is approximately 2 weeks per year.

### **EQUIPMENT**

A computer will be provided.