

MARKETING SPECIALIST, RETAIL

MTY Food Group is looking for a Marketing Specialist, Retail.

The successful candidate will be a highly-driven and motivated team player who enjoys working in a fast-paced environment and is looking for a career that can offer growth and opportunity.



MTY is a dynamic growing company that operates 70 banners and 5,500 restaurants.

YOUR TEAM

Immediate supervisor:
Senior Vice-President, Retail & manufacturing

Team:
Coordinator, Retail

Office : Montreal

Category: Permanent

YOUR MANDATE

You will be in charge of the development, implementation and communication of innovative promotional concepts with the objective of promoting the different retail products under the MTY brands to reach their full sales potential and develop new markets.



Join our passionate team!

YOUR CHALLENGES

- Create and develop the visual of new products that will be put up for sale in collaboration with the various in-house teams
- Develop different types of communication with customers in order to increase product visibility
- Provide support to the Senior Vice-President with the implementation, delivery and evaluation of the marketing plan
- Responsible for special projects that apply to retail products
- Develop presentation documents addressing new products or potential customers
- Analyze the flyers and the different promotions from the competition to develop different strategies
- Work in conjunction with the broker for the visual and promotional strategies in flyers
- Ensure the monitoring and updating of the various Internet sites and communication platforms of clients such as Facebook, Twitter, etc.
- Perform any other related tasks at the request of the management

YOUR PROFILE/ YOUR TALENTS

- University degree in the field of marketing or equivalent
- 2 years of experience in the field of marketing or within an advertising agency
- Have organizational, planning, creative, strategic and analytical skills
- Be versatile while remaining flexible and able to manage priorities that constantly change
- Good communication skills (oral and written)
- Familiar with the printing industry
- Knowledge of graphic design (asset)
- Familiar with the Microsoft Office Suite, including Word, Excel and PowerPoint
- Bilingualism is required (French and English)

If you are interested by this position, please forward your resume by email to:

hr@mtygroup.com