



POSITION DESCRIPTION

Position Title: Product & Market Innovation Manager

Work Location: Calgary, Alberta

Department: Operations

Title of manager this position reports to: Chief Operating Officer

Work Days / Hours: Formal office hours of 8:00-4:30 M-F. In the role of Product & Market Innovation Manager, you are expected to be available based on the needs of the business to the extent necessary to efficiently perform your responsibilities.

Purpose of Role:

The Product Manager will lead the organization in identifying new growth opportunities and innovative platforms and products in tandem with the management of the current product set. This person will partner with cross functional team members as well as with internal and external agencies to develop, validate, and commercialize breakthrough innovation while refining the brand story and communications for the existing portfolio.

CORE RESPONSIBILITIES

- Manage a strong product and marketing strategy that is customer-focused, aligned with our long term business strategy that builds awareness of our core offerings;
 - Create a strong innovation pipeline that addresses market opportunities in alignment with our existing brands;
 - Develop and manage an effective and streamlined innovation process, including consumer and commercial validation, as well as packaging structure/graphics, communication/advertising and go-to-market strategy;
 - Develop effective support plans for each initiative, while establishing key metrics and tracking to measure success;
 - Establish project timelines with key critical dates and ensure cross functional alignment and execution;
 - Manage internal and external agency relationships for marketing, packaging development and communications.
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REQUIRED QUALIFICATIONS, WORK EXPERIENCE, SKILLS

- Minimum 5 years of experience in Marketing/Product Management, with substantial exposure to leading innovation strategy and execution.
 - Bachelor's degree required;
 - General product management, innovation, marketing and cross-functional project leadership;
 - Analysis of trends, insights and data;
 - Adept communicator with proven ability to develop and manage both internal and external communications.
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PHYSICAL REQUIREMENTS / WORK CONDITIONS

- Physical demands are moderate, consisting primarily of requirements typical of an office-based position.
 - Regular travel.
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This position description in no way states or implies that these are the only core responsibilities to be performed by the employee occupying this position. Employees will be required to perform any other job-related duties assigned by their supervisor. All safety sensitive positions will require pre-employment and drug and alcohol screening.