



Island Abbey Food Science Ltd®
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Island Abbey Food Science Ltd. (HONIBE®) has an opening for Marketing Coordinator.

Island Abbey Food Science Ltd. is a specialty food and natural health products producer based in Charlottetown, Prince Edward Island. Island Abbey Food Science is an innovative company and has won global awards for creating patented honey processes. The company is continuing to grow and offers exciting career opportunities in a fun and dynamic working environment.

Job Title / Department / Reports To

- Marketing Coordinator will work within our growing Canadian and International Sales Teams and report to our Director of Canadian Sales

Job purpose

- This position will include marketing support to shape and execute a portfolio of the global award winning honibe® brand. In this wide-ranging, hands-on role, the Marketing Coordinator will report to the Canadian Director of Sales, be an effective communicator, have a strong attention to detail, and be a true team player in this broad and diversified role.

Duties and responsibilities

- Assist senior management plan, organize and execute all marketing activities.
- This will include public relations and marketing communications, online / web marketing / and website maintenance, Facebook, Twitter, Instagram,
- Write Press Releases and distribute
- Assist Sales team with trade show and conference event marketing – providing materials and samples for event
- Create marketing materials for sales team and International marketing kits – including print and power point presentations and packages
- Organize and participate in in-store sampling and consumer trade shows.
- Prepare and edit correspondences, communications, presentations, reports and other documents.
- Work with local printing companies and designer to produce marketing materials for deadlines
- Prioritize and manage multiple projects simultaneously, and follow through on issues in a timely manner.
- Assist with new packaging development for honibe brand and collaborators.
- Manage marketing materials inventory
- Manage Marketing budget, programs, and ROI
- Take an lead role in new product development and research

Qualifications

- University Degree in Marketing or related field
- Previous 2-3 years in related B2B and consumer marketing experience an asset
- Proficient with Microsoft office with advanced skills in Excel and PowerPoint, adobe Photoshop, adobe illustrator
- Proficient with all forms of Social Media
- Must be able to maintain the highest level of confidentiality
- Demonstrated ability to handle multiple tasks simultaneously and prioritize
- Exceptional organizational and time management skills required
- Must have extremely high attention to detail.
- High level of communications skills to interact with management/employees at all levels – True Team Player
- Creativity and design experience an asset

Interested parties please email HR@honibe.com, we thank you for your interest in advance. Only those selected for an interview will be contacted.