



POSITION VACANCY

May 5, 2012

POSITION	Assistant Marketing Manager – AVA (Availability, Visibility, Accessibility)
BUSINESS UNIT	Confectionery Business
LOCATION	Home Office/North York
REPORTS TO	Marketing Manager – AVA

The Confectionery AVA Assistant Marketing Manager is responsible for helping the Marketing Manager maximize in-store display presence through merchandising and promotional programs. The Assistant Marketing Manager is accountable to assist in the development and execution of marketing plan activities that deliver maximum impact to our customers and our consumers through in-store initiatives. The Assistant Marketing Manager will be leading specific projects and at times assisting the Marketing Manager on other projects.

Major Responsibilities:

- Execute Nestlé Canada's confectionery merchandising strategy for the bars and seasonal chocolates business.
- Help manage the supply of confectionery merchandising tools, including permanent displays, temporary displays, and point-of-sales materials.
- Manage the POS distribution centre.
- Execute, direct and take a leadership role in the confectionery consumer and trade promotions including pre and post analysis.
- Liaise with agency partners to ensure critical paths and project timelines are being met.
- Develop and manage prepacks, pallets and PDQs - liaise with the Technical Packaging Team, Plant Team and Customer Business Team
- Assist in building merchandising solutions via working with display vendors in association with Nestle Purchasing department.
- Build knowledge base of merchandising initiatives – retailer, competitive as well as trends in the marketplace.
- Development of AVA presentations and reports.
- Encourage communication and links interdepartmentally as well as across divisions where applicable.

Qualifications:

- A university degree / college diploma in a related discipline.
- 1-2 years of marketing experience preferred.
- Excellent project management skills including strong ability to multitask and manage short timelines.
- Exceptional organizational and communication skills, both oral and written.
- A passion for maximizing product availability, visibility and accessibility.
- Creativity both in strategic development and execution.
- A basic understanding of display design, structure and corrugated materials.

Suitably qualified candidates should first contact their Department Manager before submitting their résumé to the undersigned. The closing date for this posting is **May 14, 2012**

Meagan Magill
Human Resources



Take Down: May 14, 2012