

## **Protein Industries Canada Career Opportunity**

Protein Industries Canada (PIC) is one of Canada's newly announced supercluster initiatives located in the heart of the prairies. The mandate of the industry-led protein supercluster is to unleash the potential of Canadian crops and accelerate the innovation of plant protein products and co-products. We aim to create stronger connections between large firms, small and medium sized enterprises, start-ups, post-secondary research institutions and government partners, and open the door to new forms of industry collaboration.

We are excited to start building our executive team with experienced professionals who are passionate about realizing Canada's opportunity to be a leading source of high-quality plant protein. A competitive compensation and benefits package awaits the successful candidate.

### **Chief Marketing Officer (CMO)**

Reporting to the CEO, the Chief Marketing Officer will be the architect of our brand voice, bringing expertise, innovation and coherence to all of our corporate content and messaging. You will engineer how we engage with diverse stakeholder, partner and membership groups. An energetic and passionate communicator, you will connect with local and international audiences to position PIC's role, strategies and outcomes that will advance Canada's plant protein leadership. To ensure success in this role, you must have a proven track record in transforming complex topics into unique and compelling value offerings.

### **What You Will Do**

- Oversee development and implementation of a fully integrated marketing strategy including the corporate brand strategy, collateral, Web and Social channels
- Coordinate engagement with other internationally-based food superclusters
- Develop a communications strategy and materials for all stakeholders
- Expand PIC's membership base
- Monitor and measure member experience

### **What You Will Bring**

- A Marketing or Communications Degree
- A minimum of 10 years of experience in a related field
- A successful track record in building and managing member, partner and stakeholder relationships

Please submit your cover letter and resume to [protein@sasktel.net](mailto:protein@sasktel.net) on or before November 15, 2018.