



NutraEx Food Inc. ... The Sweetener House

POSITION SPECIFICATION

TITLE: Marketing Representative, Canada

REPORTS TO: VP Business Development

LOCATION: Greater Vancouver Area

THE COMPANY: Our Company is trending to become a global supplier of specialty (added-value) sweetener ingredients to major food and beverage manufacturers. These products are winning approval for taste, quality and innovation; providing customers with a broad array of customized solutions to enhance consumer differentiation. The company has experienced significant growth since it started up several years ago. The business is positioned for strategic growth in Canada, building on its existing customer base and demand for their products and services. The company is building a worldwide network of distributors and a select, dedicated sales force to support long term growth objectives.

THE POSITION:

This position is responsible for developing and delivering sweetener marketing to food and beverage accounts. The successful candidate will support profitable growth and meet superior customer service/retention objectives. The candidate will be self-motivated and entrepreneurial to gain accounts not currently served and develop existing business. Reporting to the Vice President, Business Development, based in British Columbia, the position will develop, implement, and manage account-specific strategies to achieve marketing goals and coordinate creative projects to bring added value to the customer. Key objectives of the position include the following:

- Meet with customer's decision makers to determine their requirements.
- Understand applications, emerging trends and competitive positioning.
- Manage social media and viral promotion program.
- Forecast sales for each product or product line.
- Articulate resources required to support the marketing activities of the business.
- Provide activity reports indicating call results, projects, strategy and support.

THE CANDIDATE:

The successful candidate will demonstrate an entrepreneur's approach to sales and marketing strategies to create market share and promote competitive advantages in the marketplace. An undergraduate degree in Marketing, Chemistry, Food Science or the equivalent is required. Sales and marketing experience within the food ingredient market is a plus.

THE QUALIFICATIONS:

The successful candidate must possess a high level of energy with a passion for the business. He/she must have the ability to focus on tactical dynamics and problem solving. The candidate

will utilize a consultative approach when dealing with customers and colleagues alike. The ideal candidate must be able to communicate and work effectively in an entrepreneurial environment. Confident and self-assured, the individual should project a successful executive image and style, which includes excellent communication and interpersonal skills.

EDUCATION:

An undergraduate degree in Marketing, Chemistry, Food Science or the equivalent is required.

COMPENSATION:

The company is prepared to offer competitive salary and bonus plan.

For further information, please submit your resume and information to:

HR@nutraex.com