



## Join BrettYoung as a Canola Seed Product Manager

### About Us:

BrettYoung is a family-owned seed production, distribution, sales, and marketing company with deep local roots and international reach. Headquartered in Winnipeg since 1934, we pride ourselves on our heritage and commitment to excellence. We are currently seeking a dynamic Canola Seed Product Manager to join our team and help us further develop our product portfolio to meet the needs of crop input growers and retailers.

### The Opportunity:

Are you an agricultural professional with a knack for anticipating market needs and strategizing effectively? As our Canola Seed Product Manager, you will collaborate with our marketing team to establish and nurture relationships, manage negotiations and agreements, and ensure our marketing programs are current, relevant, and communicated effectively. This role is perfect for someone ready to showcase their expertise in agriculture and product management.

### Our Expectations:

- **Product Lifecycle Management:** Oversee the lifecycle of canola seed products, anticipating market needs and trends.
- **Marketing Strategy:** Develop, implement, and monitor marketing plans to support and grow the business.
- **Business Relationships:** Cultivate and maintain strategic relationships with plant breeders and suppliers, managing existing agreements and negotiating new ones.
- **Collaborative Planning:** Work with the Retail Leadership team to develop and implement pricing, marketing, and communications programs.
- **Innovation:** Stay informed about new techniques and technologies in the field.

### Your Qualifications:

- Bachelor's or Master's degree in Agriculture, Business Management/Marketing, or a related field.
- Minimum of 7 years of experience in product sales, marketing, and management.
- Strong communication, negotiation, and relationship management skills.
- Ability to work effectively across a broad range of partners and stakeholders.
- Proactive and inquisitive mindset focused on continuous improvement.
- Proficiency in time and financial management.
- Experience with Microsoft Office and Office 365; familiarity with ERP systems like Microsoft Dynamics NAV is an asset.
- Background in seed production is a strong advantage.

### Why Join BrettYoung?

Our marketing team is energetic, passionate, and committed to integrity. We celebrate our year-over-year growth and outstanding employee retention. We offer a competitive salary, vacation, and benefits package, and we value both hard work and a sense of humour. We're looking for a full-time, long-term employee to join us as soon as we find the right fit.

Interested? We'd love to hear from you! Please submit your resume through our trusted staffing partner; Laura Wortley, Senior Consultant at OneRecruits, by visiting [www.onerecruits.com/brettyoung](http://www.onerecruits.com/brettyoung) by Monday, June 10, 2024. Candidates who meet our expectations will be contacted via email regarding the next steps in our recruitment process.