



Product Marketing Services

Job Category:

Marketing

Type:

Full Time

Location:

152 Brandt Rd Steinbach, MB, R5G 0R2

Description:

Recognized as one of Canada's Best Managed Companies, Barkman Concrete Ltd. is a leading manufacturer of precast concrete. Barkman is a family-owned company where our focused investment to our success is People – Quality – Capacity. Barkman has sustained growth through the contributions of our team members' commitment to customer service, quality, and innovative products. We currently have a career opportunity for Product Marketing Services, joining our Marketing Team in our Steinbach office.

Within the Product Marketing Services role, you will report directly to the Marketing Manager and will assist in all functions of the planning and execution of Barkman's marketing strategies and initiatives across different channels. You will be highly flexible and willing to learn, with the proven ability to work well under pressure and adhere to multiple deadlines.

In this role, you would be responsible to:

- Build on existing branding initiatives and contribute to the ongoing development of Barkman's brand identity
- Keep up to date on current marketing trends to ensure our strategies remain-cutting edge and effective
- Prioritize and schedule workload to ensure timely completion, maintaining a high standard of quality
- Assist in the production, implementation, and maintenance of in-store displays and sample programs, ensuring they are visually appealing and up to date



- Aid in providing comprehensive customer support, including managing marketing materials inventory, in-store signage, and other trade support activities
- Contribute to the integration of broader marketing campaigns and promotions across various channels, ensuring alignment with overall marketing strategies
- Assist customers in the implementation of advertising and promotional materials, ensuring consistency and effectiveness in all marketing efforts
- Aid in the development and implementation of co-branding opportunities and other customer-focused programs
- Maintain communication between the Marketing Team, Sales, Operations and Customers
- Coordinate customer-facing events, such as trade shows, training sessions, and other sales-related activities, ensuring seamless execution
- Assist in organizing and coordinating photoshoots, including liaising with locations and suppliers to capture high-quality marketing assets
- Assist in coordinating with suppliers in the production of marketing materials as needed
- Perform other duties or projects as assigned, contributing to the success of the marketing team

To qualify for this role, you will have:

- Working knowledge of marketing principles and brand awareness
- Flexibility, with a willingness to learn
- Proficient in Microsoft 365
- Highly organized, creative, and versatile
- Excellent written, verbal, and comprehension skills
- A proven team player who is highly adaptable
- Ability to adhere to multiple strict deadlines
- Work well under pressure to meet organizational goals



- Flexibility to travel as needed
- Familiarity with Adobe Creative Cloud would be an asset
- University degree or college diploma in marketing, business administration or related field would be an asset
- Customer service experience would be an asset

Barkman offers you group insurance, a retirement savings plan, product discounts and education subsidies. Wages will be dependent on education, skills, and experience.

To learn more about our company and products visit www.barkmanconcrete.com