

## Marketing Specialist

Guelph based | Fulltime

*Are you passionate about both digital and traditional marketing? Do you want to play a key role in shaping the growth of a leading company in the horticulture sector? Join Royal Brinkman Canada as a **Marketing Specialist** and help drive our ambition to become the online leader in protected horticulture.*

Royal Brinkman Canada Inc. is a subsidiary of Royal Brinkman International, a 140-year-old family-owned company based in the Netherlands that is a leading supplier to the professional greenhouse horticulture sector. Our team, of around 40 colleagues operating out of Guelph and Kingsville, Ontario, is dedicated to creating a better and sustainable future for the growers we serve.

### About the Role

We are looking for a proactive and creative **Marketing Specialist** to help drive the success of Royal Brinkman in the Canadian market. You'll play a key role in executing our digital strategy, running campaigns, and working closely with teams across sales, marketing, and customer service to grow our brand and engagement on and offline.

### Responsibilities

- Develop and execute the e-commerce strategy to increase traffic, leads, and turnover through targeted digital actions (e.g., SEO, SEA, email campaigns, content creation).
- Lead and improve the maturity of our e-commerce environment by managing web-related projects, testing new features, and enhancing article and content management.
- Collaborate with sales teams to align online and offline marketing efforts and support achievement of sales goals.
- Plan and execute promotional campaigns across multiple channels (e.g., newsletters, e-blasts, social media, sales materials).
- Manage social media accounts, including content creation, scheduling, and engagement across platforms.
- Analyze and report on campaign performance and customer insights to identify new opportunities.
- Work closely with global marketing and e-commerce teams to align strategies and leverage shared knowledge.
- Coordinate events such as tradeshow and customer events, including preparing marketing content.
- Capture content (photos, videos, customer stories) through regular field visits with agronomy and sales teams.

- Stay informed about industry trends in e-commerce, content, and communications.

### **Qualifications/Skills**

- Post-secondary certificate or diploma in Communications, Marketing, or a related field.
- 2–5 years of relevant experience in e-commerce, digital marketing, social media, and/or communication strategy and execution.
- Strong experience with content creation, marketing materials, and website management (WordPress or Commerce Build knowledge is a plus).
- Familiarity with a range of online marketing tactics: email marketing, SEO, SEA, social media platforms, etc.
- Experience in planning and coordinating marketing initiatives and events.
- Excellent communication and interpersonal skills, with the ability to collaborate across departments.
- Strong project management and time management skills—comfortable handling multiple priorities.
- Analytical mindset and attention to detail with the ability to interpret data and customer insights.

### **What we offer**

- The opportunity to work in a growing international company.
- A dynamic and supportive team environment.
- Competitive compensation and benefits
- Company matching Registered Retirement Savings Plan (RRSP) incentive.
- Hybrid work arrangement and travel opportunities.

### **Interested?**

Please send your resume with cover letter to [careers@royalbrinkman.com](mailto:careers@royalbrinkman.com). No agencies please.

*Royal Brinkman Canada Inc. is committed to fostering an inclusive and accessible environment where all employees and applicants feel valued, respected, and supported. We encourage applications from individuals of diverse backgrounds and experiences. Accommodation is available upon request throughout the selection process to ensure equitable opportunities for all candidates.*