



PO Box 2250
Abbotsford BC V2T 4X2
vibranthealthproducts.com

t. 888.853.6466
f. 604.850.5689
e. info@vibranthealthproducts.com

Vibrant Health Products is looking for an *Education & Experiential Marketing Manager*

Position Summary

This position manages all educational and experiential marketing for Silver Hills Bakery, One Degree Organic Foods, and Little Northern Bakehouse brands. The position is responsible for regionally targeted in-store demos, retailer education events, and influencer campaigns—each tailored to regional sales initiatives, consumer trends, and other sales/marketing channel or account-specific needs.

Key Responsibilities

Personnel Recruitment, Training, & Management:

- Recruit brand experience personnel, including product demonstrators; write job descriptions, identify posting sites and recruitment channels, screen applications, interview candidates, check references
- Create and maintain training materials
- Educate/train VHP staff, demo teams, and partner retail staff (webinars, in store, or off site)
- Coordinate payroll, expense claims, and other administrative tasks for brand experience personnel
- Conduct orientations and ongoing performance evaluations

Retail Partnership Development:

- Assess store/retail partner prospects
- Conduct outreach and build strong working relationships with relevant stakeholders
- Schedule all in-store demos or education events
- Coordinate all logistics with brand experience personnel and retail partners
- Collect retail-partner feedback and post-event metrics

Program Evaluation and Reporting:

- Analyze sales data for short and long term impact of various brand experiences
- Identify metrics and measureables beyond sales data for each brand experience executed
- Report results and any necessary strategy modifications to Marketing Director

Create and Maintain Demo & Event Collateral

- Maintain regional inventory of supplies; provide reps with all necessary marketing collateral and demo kits
- Work closely with brand marketing managers, Vibrant Health Products creative team, and approved vendors to produce required collateral to elevate brand experiences

Ongoing Program Development: Research and revise content for product and topic-based trainings; build each brand's health/wellness influencer network; support growth of key retail accounts

Experience, Skills, Knowledge and Abilities

- Degree in Marketing and/or Nutrition field from an accredited institution
- 3-5 years in similar marketing role
- 2-3 years' recruitment and management experience
- Experience facilitating brand education, team building, and/or influencer events
- Proven leadership skills; passion for motivating teams
- Willing to travel, work evenings or weekends on a monthly basis
- Active in social media communities
- Public speaking experience preferred

Please submit resumes to jobs@silverhillsbakery.ca
Closing Date: **Until filled**

