Marketing Specialist (NOC 11202)

Description

Company name: Fluey Trading Inc.
Job position: Marketing Specialist (NOC 11202)
Job type: Permanent & Full-time
Wage: $30.50-35 per hour
Work hours: 30 hours per week
Benefits: Two weeks of paid vacation per year; extended medical insurance; disability insurance; dental insurance
Work location: 440 Jarvis Ave, Winnipeg, MB, R2W 3A6

Our company:
Fluey Trading Inc. is a leading Winnipeg-based business specializing in food service distribution to restaurants and retail grocery chains, including the wholesale and retail of produce, meats, seafood, and groceries. We have also expanded into export and industrial distribution. Our strong supplier relationships, growing customer base, and international footprint have helped us become one of the most admired and fast-growing companies in the industry.

We are seeking a passionate and detail-oriented full-time marketing specialist to join our team. The ideal candidate will support the company's marketing objectives through campaign development, market analysis, event coordination, and brand management.

Duties

1. Master the company's diverse product characteristics and service processes and confirm the company's annual marketing objectives.

Closing Date

November 18, 2026

Categories

Business, Finance and Administration

Employer

Fluey Trading Inc.

Location

Point Douglas

Address

440 Jarvis Avenue
Winnipeg, R2W 3A6

Job Type

Permanent

Education Level

College

Wage

$30.50 - $35.00

2. Monitor market trends, analyze data and reports, and provide recommendations to assist the management team in setting quarterly marketing goals.
3. Develop and report on marketing strategies based on objectives, organize marketing activities, and oversee specific work processes.
4. Represent the company at appointed marketing events and prepare promotional materials such as brochures, media content, photos, speeches, and presentations.
5. Design online promotional activities, propose platform development needs, and collaborate with internal teams to ensure smooth execution.
6. Address and resolve internal and external challenges in marketing activities, anticipate potential risks, and develop countermeasures or alternatives.
7. Perform public opinion research to determine the interests and concerns of clients or targeted groups.
8. Collect and organize feedback from colleagues, online media reviews and messages, vendors, suppliers, distributors, and customers.
9. Optimize marketing processes, enhance products and services, and generate regular marketing performance reports for leadership to track project progress.
10. Evaluate and implement the company’s public relations plan, explore new marketing channels, and seek potential partnerships as needed.
11. Ensure compliance with company policies, government regulations, industry standards, and guidelines from related organizations.
12. Maintain strong relationships with all stakeholders, ensuring a professional and positive public image.

Qualification

1. A college diploma or higher is required.
2. A minimum of 3 years of proven experience in marketing, advertising, promotion, or a related field is required.
3. Proficiency with market research tools, social media platforms, and analytics software.
4. Excellent organizational and interpersonal skills, attention to detail, and ability to prioritize effectively.

Email

hr_fluey@outlook.com

5. Strong problem-solving skills and communication skills and the ability to thrive in a fast-paced environment.
6. Initiative, sound judgment, and ability to work independently as well as in a cross-functional environment.