



BUSINESS DEVELOPMENT MANAGER

<u>Company:</u>	Thomas, Large & Singer Inc.
<u>Location:</u>	Markham, Ontario
<u>Industries:</u>	Consumer Packaged Goods, Logistics, Distribution, Private Label
<u>Job Type:</u>	Full-Time Employee
<u>Years of Experience:</u>	3-5 years
<u>Education Level:</u>	University

Job description:

Thomas, Large & Singer Inc. is a leading provider of sales services to private label manufacturer's as well as offering comprehensive value chain solutions to leading consumer packaged goods brands in the Canadian market.

Our dynamic team at TLS is expanding, and we are currently seeking a Business Development Manager. Reporting directly to the Senior Director of Sales Management, the Business Development Manager plays a crucial role in overseeing TLS' marketing execution, contributing to the development of prospective clients including managing internal and external communications. This individual will also collaborate with clients and retailers to ensure timely and effective responses to the collective needs of the business.

Responsibilities include:

The Business Development Manager will play a key role in our team, collaborating closely with external clients, retailers, and a marketing agency. Goals and objectives will be set by the Senior Director and executed by the Business Development Manager, ensuring a strategic approach to achieving targets and fostering strong relationships with external stakeholders.

- Assist to develop and execute marketing strategies in the US and Canadian market
- Conduct research on potential clients, markets, and industry trends and produce relevant information for decision making
- Assist in the preparation of presentations, reports, and proposals for business development opportunities
- Work closely with the digital marketing agency to ensure social media calendars are adhered to and company marketing objectives are being realized
- Manage the internal Employee information portal (Wordpress)

- Work closely with our agency to produce engaging and relevant content for various digital platforms; optimize online content to improve search engine rankings, increase organic traffic, and ensure the company's website is optimized for user experience and conversion, overseeing regular updates and improvements.
- Manage and curate social media accounts, creating and scheduling posts, and engaging with the audience.
- Ensure retailer communication is disseminated and distributed to clients in a timely fashion.
- Liaise with retailers on initiatives that impact all vendors and assist in gaining alignment amongst clients.

Required Skills:

- 3-5 years of experience in consumer packaged goods sales management and/or digital marketing
- Experience working with top tier retailers and/or manufacturers
- Experience in digital marketing and using WordPress
- Good presentation and communication skills
- Good organizational and time management skills
- University degree
- Moderate travel required (including US) for client/retailer meetings
- MS Office including Excel, PowerPoint, Word & Outlook
- Cybersecurity Awareness: General understanding of cybersecurity best practices to ensure the security of digital assets and customer data

Desired Skills:

- Social Media Management Tools: Experience with tools such as Hootsuite, Buffer, or Sprout Social for scheduling posts, monitoring engagement, and analyzing social media metrics
- Graphic Design Tools: basic skills in graphic design tools such as Canva or Adobe Spark
- Analytics Platforms: understanding of Google Analytics or other analytics tools
- Survey and Feedback Tools: knowledge of tools like SurveyMonkey or Typeform for gathering customer feedback and conducting surveys
- Experience with Tableau development a bonus

To apply for this position please send your resume and salary expectations to HR@tlscanada.com

About Thomas, Large & Singer Inc.:

Thomas, Large and Singer Inc. provides Canada wide consolidated distribution services to many leading brands. Combined logistics allows these brands to take advantage of TLS' warehousing and freight synergies while the brand owner maintains control of their pricing, sales and trade marketing plans. TLS' proprietary IT systems allow each brand owner real time control of their strategies in the Canadian market. TLS also provides sales brokerage services to companies wishing to supply private label products to Canada's retail grocery chains as well as industrial ingredient sales to relevant industrial manufacturers. TLS has been servicing the needs of the Canadian consumer for over 100 years.

To find out more, please go to our website www.tlscanada.com